



MARKET READY™
PLUS+

Positioning your home to go from listed to SOLD

AT JOHN L. SCOTT, WE KNOW

that no two home buyers' or sellers' needs are exactly alike and the approach that delivers the best results for one client may not deliver the best results for another. After all, we've been representing both buyers and sellers for nearly 90 years. Meeting our clients' individual needs is where John L. Scott excels. It's at the heart of one of our core values – providing transactional excellence to every client we serve.

We are committed to transactional excellence. From making sure your home is "market ready" on day one until you are sitting comfortably at the settlement table, **we are dedicated to partnering with you every step of the way.**

“ Personal Representation
for the **Best Results™**
is our commitment to
every client we serve. ”





A PROGRAM DESIGNED TO TAKE THE FINANCIAL BURDEN OUT OF PREPARING YOUR HOME FOR SALE

- ▶ The highest and best offers are made when a home is priced correctly, receives maximum exposure to all potential home buyers and is in pristine condition to outshine the competition. That is precisely why John L. Scott created our exclusive Market Ready Plus+ program.

It is not uncommon for homeowners who are looking to sell to not have the funds necessary to prepare their home for the market. Some homeowners may have a lot of equity in their home but no cash flow to prepare it for the market, while others may not have equity or cash flow. Any one of these scenarios could play a key role in keeping homeowners who want to sell from moving forward with selling their home.

Simply put, our Market Ready Plus+ program makes it possible for sellers to make the necessary enhancements to their property without having to pay for the costs upfront. Designed to take the burden off the homeowner, the program advances the funds needed to prepare the home for the market, while allowing the homeowner to defer payment of the advanced funds. When the home sells, the homeowner pays back the funds based on the Market Ready Plus+ program option they chose:

- At closing from their net proceeds
- Through a monthly payment plan

With John L. Scott's Market Ready Plus+ program, the home seller gets to decide what works best for them!



GETTING STARTED!

Once your broker has completed an initial walk-through of your home and you've decided to list your home for sale with John L. Scott, your broker will assist you in identifying the essential enhancements that will help maximize your sales price and salability to attract more buyers. Your broker will walk you through your Market Ready Plus+ program options to see which option works best for you!

OPTION 1

For homeowners who have equity in their home, but do not necessarily have the cash flow on hand.

- ▶ Your enhancement budget will be based on the percentage of equity you have in your home. Once your enhancement budget is approved through John L. Scott's Market Ready Plus+ approval process, your broker will work with you to recommend contractors to complete the work. A key note here – even though the funds are being provided to you up front, **you still get to maintain control over the vendor selection and the cost to have the enhancements made.** All we need to approve your vendor selection is their insurance information and their W-9.

Once you sign off that the work has been completed, John L. Scott will pay your vendor directly. You will repay the advance at closing from your net proceeds.

OPTION 2

For homeowners who do not have equity in their home or prefer not to coordinate multiple bids, contractors and vendors. All work will be completed by a licensed, bonded and insured contractor and is insured for up to 12 months.

Repayment at closing or financing after closing – You decide!

- ▶ Choice 1:
With loan approval, you can secure up to \$60,000 in interest-free financing which can be repaid from net proceeds at the closing or financed into a monthly loan program.*
- ▶ Choice 2:
A 50/50 payment plan. This option allows you to pay 50% of the project at the time of the services and the remaining 50% balance paid from net proceeds at closing.

Financing Terms:

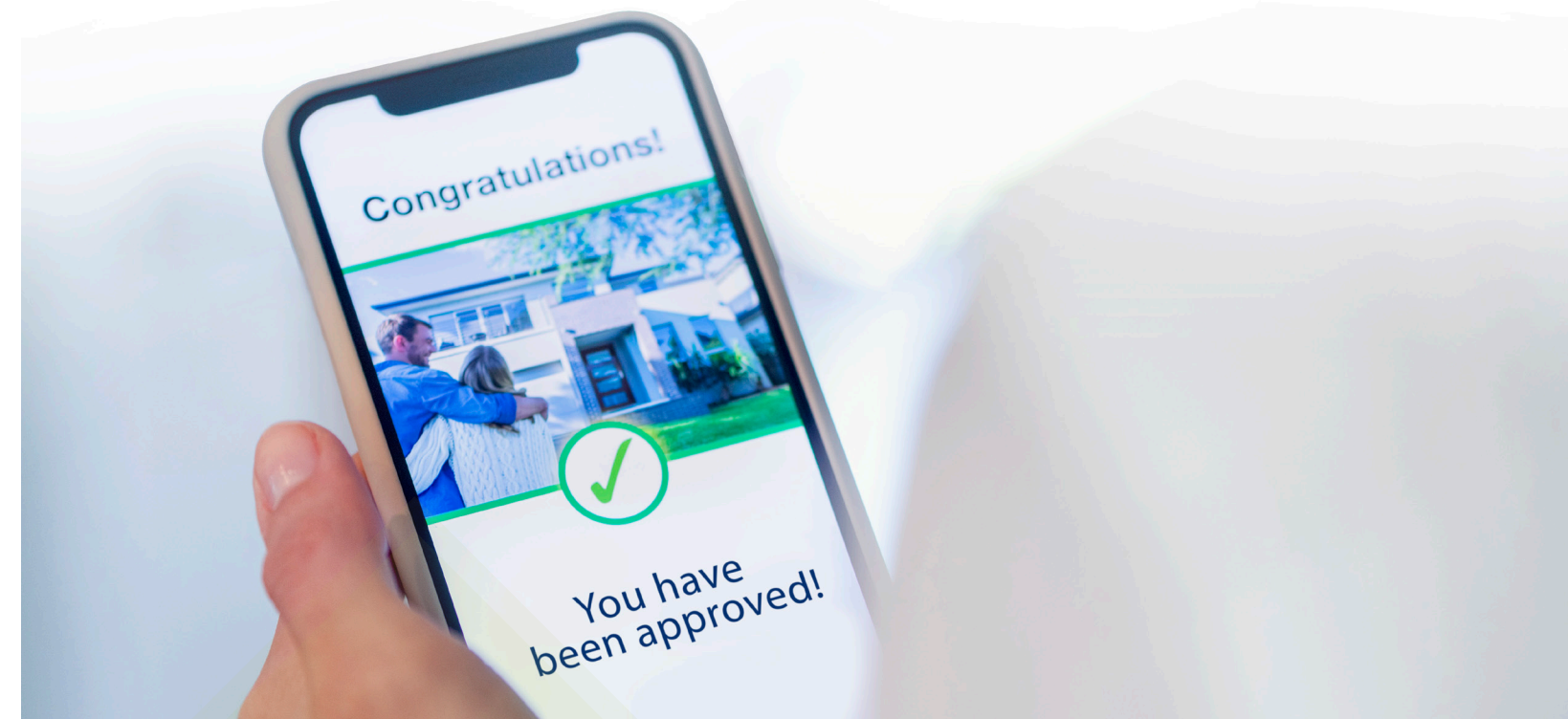
Advancement of funds less than \$5,000 does not require a credit check.**

Advancement of funds between \$5,000 and \$60,000 requires a minimum credit score of 640 and a debt-to-income ratio of 50%.***

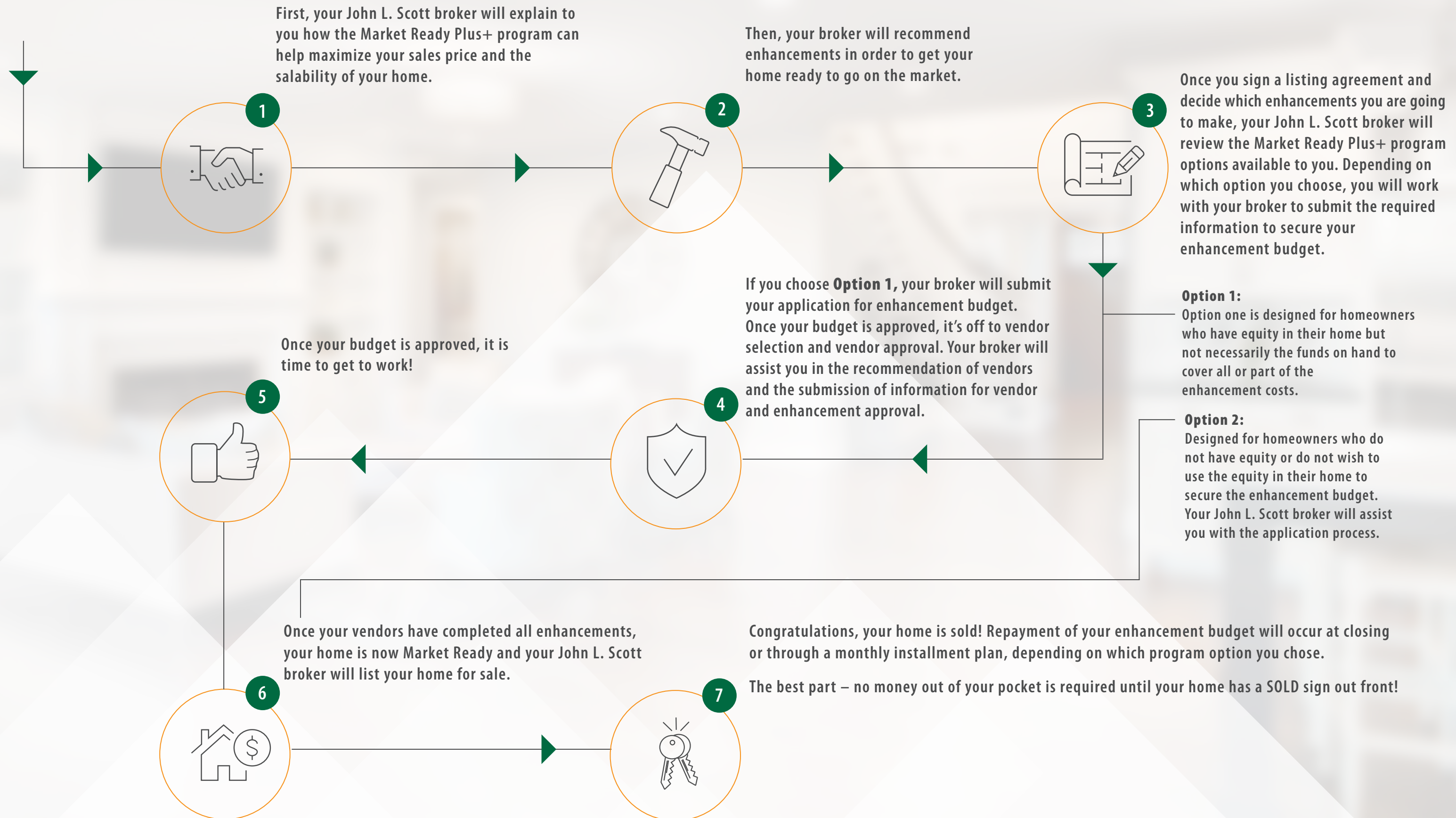
**If the home does not sell within 12 months, the amount to be repaid will be turned into a payment plan with EnerBank.*

***All financing under \$5,000 is provided by and subject to final approval by our general contracting partner.*

****All financing between \$5,000 and \$60,000 is provided by and subject to final approval by EnerBank.*



MARKET READY PLUS+ – THE RIGHT PATH TO GETTING YOUR HOME SOLD!



HERE IS A LIST OF SOME COMMON ENHANCEMENTS:



Landscaping: First impressions are critical. Therefore, a home's curb appeal can play a key role from the start. Often, it is the curb appeal that is the deciding factor as to whether a buyer wants to see what the home has to offer inside. A freshly manicured, landscaped yard could be just what it takes to get your buyer in the door!



Decluttering: Declutter, declutter, declutter! Over time, you have decorated to your liking and have accumulated "stuff," but buyers need to be able to see past that. Decluttering and depersonalizing are two of the most important things a seller can do to help get their home sold!



Lighting: Well-lit, warm, and inviting lighting will enhance your property and draw buyers in. It is essential to look at the interior and exterior lighting in and around your home as it can immediately impact the ambiance. You also want to keep in mind that lighting plays a key role when your home is being shown. Make sure all the lights in your home are on – it provides a welcoming feeling as buyers move from room to room!



Staging: Having your home professionally staged can make all the difference with getting your home sold. Stagers are not emotionally tied to the home and can redesign spaces to optimize the appeal to potential buyers. You want buyers to be able to picture themselves living in the home with the ability to visualize their furniture in different rooms. Stagers can make that happen!



Minor Plumbing: Leaky pipes, dripping faucets, running toilets, and low water pressure can be an instant turn off because it is a red flag for potential water damage. For most buyers, signs of water damage are a game-changer no matter how interested they are in a home.



Minor Electrical: Always fix flickering lights and non-working outlets before allowing any potential buyers to walk through your home. If not fixed, these items can trigger a negative feeling on the part of the buyer.



Carpet: It is difficult, if not impossible, for buyers to overlook worn out and stained carpets. Eliminate an eyesore with new carpeting. It always rejuvenates a space!



Painting – Interior / Exterior: A fresh coat of paint makes all the difference! Paint can instantly create a clean canvas for buyers to imagine themselves living in that space. Always keep it neutral, light, and airy.

Enhancing your home to make it
Market Ready Day One™

Now that you've decided which option works best for you, let's get started. Your John L. Scott broker will get you on your way to SOLD!





John L. Scott
REAL ESTATE

Living Life as a Contribution®