

MULTIPLE LISTING SERVICE (MLS) PRINTOUT EVALUATION FORM

I focus my efforts on working for Sellers who have been unsuccessful with one or more Real Estate agents. I am often able to sell "*previously marketed*" properties simply by *adjusting* the marketing to *increase exposure* and the number of showings. It is *not* "rocket science"!

This "evaluation form" will help explain what I do. Please review it and **call me** if you would like to discuss what I will do for you. I will gladly provide you with a copy of your MLS printout(s) and discuss what I have done for other Sellers. I find that *most* Sellers have never seen their printout: I don't know if they don't understand how important it is (it is your property's resume!) or if some agents are just embarrassed about their effort.

I have sold hundreds of properties and reviewed *thousands* of MLS printouts. Most are just "average" (that might be acceptable if your property is "*average*"), some are outstanding (they make buyers want to see a property) **BUT** *many* are poorly designed. The "poor" ones frustrate me: they do **NOT** *accurately* show what a house/ property has to offer which could possibly **PREVENT** a "ready, willing and able Buyer" from finding what may be the right property for them. When I work with buyers I often see this in action! The MLS is the **#1 way** that agents find houses for their Buyer-clients to consider buying and, equally important, the MLS *syndicates* their information to the Internet for Buyers to search. If the MLS information is lacking, the Internet will be as well. If Buyers/ agents cannot *find* your property in their searches, they may not know it is available. If they do not look at it, they cannot buy it.

Here are the critical *residential* questions. The answers are "**YES**" or "**NO**" (not "**MAYBE**"!):

- Did you see your MLS printout at the start of the marketing period?: **YES** or **NO**
- Did you request changes (if so, were they made quickly and shown to you)?: **YES** or **NO**
- Does your MLS printout have multiple photos (are you happy with them)?: **YES** or **NO**
- Are room measurements (is there a deck?) provided (this is a BIG deal)? **YES** or **NO**
- If you have a Finished Basement, is it listed as a Family Room?: **YES** or **NO** or **N/A**
- Are Bathroom locations noted (especially important for powder rooms)?: **YES** or **NO**
- Are all house "Features" shown (missing features will reduce showings)?: **YES** or **NO**
- Does the "Remarks" section sell your house (most agents fail here)?: **YES** or **NO**
- If your house is on lockbox or vacant, does the printout show it?: **YES** (bad idea!) or **NO**

For *investment* or *multi-family* properties, add these two critical questions:

- Is complete "Financial Information" provided (this is a BIG deal)?: **YES** or **NO**
- Is complete "Unit Information" provided (rents, lease terms, etc.)?: **YES** or **NO**

Please take a few minutes to answer these questions **if** you have a copy of your printout. Errors in the MLS/ online can hurt you *financially*: stupid mistakes/ omissions can keep your property on the market *longer* than necessary and cause you to reduce your asking price even though the price may not be an issue! If you are buying another property, how will the added time affect your plans? **I will never suggest that you reduce your asking price unless I can prove that I have done my job!**

If you would like to discuss what I could do for you, please call me at your earliest convenience. Thank you for your time. I hope to hear from you.