



Marketing Service Report

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Prepared by Holly Clothier-Rennie

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Contents

This Marketing service report is organized into the following sections:

- 1 Services Performed
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Marketing Service Report

A note from Holly

Date	Activity/Showing	Description/Cash expenses
2016-05-11	Request sign and brochure box to be placed at property	Completed
2016-05-11	Complete listing control sheet and open file	Completed
2016-05-11	Create Fact sheets for office sale file	Completed
2016-05-11	Give Listing agreement to Broker for signature	Completed
2016-05-11	Cut, test Keys, and install lockbox	Completed
2016-05-11	Pictures - Interior & Exterior	Completed
2016-05-11	Enhance in Realtor.com	Completed
2016-05-11	Add to all key lists and showlog with showing information	Completed
2016-05-11	Conduct complete inventory of contents in home	Completed
2016-05-11	Mark Owner's Contact Type as Sale Listing Owner	Completed

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2016-05-11	Enter into Paragon System	Completed
2016-05-13	Fax fact sheets to all island agencies	
2016-05-13	Create write-up for Real Estate Guide	Ad for guide created and sent to proof
2016-05-14	Create "New Listing flyer for Real Estate Exchange"	Flyer created for exchange 5/1816
2016-05-14	Showing	his clients chose a home on a side street where the view is larger than what we offer at 11610 Second Avenue. He did take them to the roof top deck. I asked that agent for his feedback as well. He shared that the new price is "getting closer" to actual market value and should peak some interest. I thought you should hear that point of view as well. He also asked if you had ever approached the rear neighbor about taking their tree down. I assume that has not been a conversation.
2016-05-15	Posted Listing on Facebook	Completed
2016-05-15	Sent Owner a copy of Real Estate Exchange Flyer with letter	Sent
2016-05-17	Update Zillow and Trulia if the listing gets picked up	Completed
2016-05-18	Create Real Estate Exchange Flyer	New Listing Flyer
2016-05-24	Progress Report: realtor.com report, showlog, update to mrkt	Printed

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2016-05-24	Run Ad in Real Estate Guide	Home will be on FRONT COVER!!! In the June issue
2016-05-28	Open House	John Rennie hosted the open house. We used Facebook, Zillow, Trulia, Realtor.com, Paragon and Constant Contact to inform the public about the Open House. We had a L&F agent from Philly come in and express his interest regarding a possible investor. We are following up with him. We also had another couple come in that liked the layout and the size of the lot and of course the views! A little too big for them though.
2016-05-31	Run follow-up Real Estate Exchange Flyer	Open House
2016-06-01	Showing Feedback sheets - Ongoing	Emailed feedback to Diane and Michael
2016-06-01	Broker Open House	Nice turn out, 10 realtors. Overall comments... Loved the views, nice size lot, potential tear down at the right price and great size bedrooms. Avg List Price: \$1.781 and Avg.Sale Price: \$1.710
2016-06-09	Progress Report: run Realtor.com report, showlog,	Completed

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2016-06-10	Showing	Shown the property this morning about 11; and the Buyer reaction was positive. Gave them all the information I felt necessary. They have a 7 hour ride back to Pa. tomorrow and said they would discuss and let me know of any further questions they might have. Property had work to be done, as you know; they need to calculate what they would want to do and how much it would cost. They are not considering it to be a "tear down". Will keep you updated; probably won't know much until early next week, since there is a family function when they get home.
2016-06-16	Additional Feedback from Joan Piotrowski	. As you know, I did not bring in an agreement. The Buyers were really studying their possibilities and going over numbers to make the changes they would like. They just finished working on the house they currently own last year, so had a good feel for the costs. Because of the pressures of going through the improvement process and the costs, this has come up too soon. Don't know how they may feel by the end of summer (if the property is still available); but at this time, they do not want to go ahead with an agreement.
2016-07-09	Market Update	Completed
2016-07-09	Showing	LOVED the view but debating between north and southend stone harbor as locations. This was the second time they saw the home

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2016-07-13	Advertised In Real Estate Guide	Ran in the Real Estate Guide
2016-07-16	Showing	This is one of our two most interested buyers. I am expecting further follow up from the buyers agent.
2016-07-20	Advertised in Real Estate Exchange	Advertised Price Reduction in the Exchange
2016-07-29	Send copy of the Real Estate Guide and Letter to Owner	Guide will be sent home with Progress Report and distributed throughout the island
2016-07-29	Progress Report: run realtor.com report, showlog,	Completed
2016-08-08	Progress Report: realtor.com report, showlog, update to market	Included in Progress Report

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2016-08-09	Offer to Purchase	<p>. When purchasing they will implement a 1031 exchange to shelter the taxable gain on the sale of their other property by rolling the proceeds into your home. This is very common especially in the second home market. It does not affect you at all and does not cost you any additional costs at closing. They will build a new home for their family.</p> <p>□</p> <p>Here are the specifics of the offer to consider:</p> <table border="0"> <tr> <td>Offer price</td> <td>\$1,600,000</td> </tr> <tr> <td>Deposit</td> <td>\$ 60,000-</td> </tr> <tr> <td colspan="2">\$10,000 initial with \$50,000 second deposit</td> </tr> <tr> <td>Closing</td> <td>10/27</td> </tr> <tr> <td>Financing</td> <td>no mortgage</td> </tr> <tr> <td>Furniture</td> <td>sold</td> </tr> <tr> <td colspan="2">unfurnished</td> </tr> <tr> <td colspan="2">No inspections</td> </tr> <tr> <td colspan="2">Sale of home clause agreement is contingent on the closing of the 1031 property under agreement to close 10/13</td> </tr> <tr> <td colspan="2">Demolition of property I will explain when we talk but what this is asking is for them to demo the house prior to closing with 75% monies paid to escrow if allowed to do so</td> </tr> </table>	Offer price	\$1,600,000	Deposit	\$ 60,000-	\$10,000 initial with \$50,000 second deposit		Closing	10/27	Financing	no mortgage	Furniture	sold	unfurnished		No inspections		Sale of home clause agreement is contingent on the closing of the 1031 property under agreement to close 10/13		Demolition of property I will explain when we talk but what this is asking is for them to demo the house prior to closing with 75% monies paid to escrow if allowed to do so	
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2016-08-11	Counter Offer	<p>As per our conversation we are countering the \$1,650,000 offer with \$1.725,000-</p> <p>Buyer has agreed to remove the demo of house clause and increase deposit to \$100,000 from \$60,000</p>																				
2016-08-20	Showing	Did not like the work that had to be done																				

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2016-08-20	Showing	Presented a low ball offer currently at \$1.6 waiting for further reply
2016-08-21	Offer to purchase second buyer	<p>I have shared our response to Barbara Roth accepting her buyer's \$1.7 offer PROVIDED the written contract and terms are acceptable upon being presented and reviewed by an attorney I will find to represent you- most likely Cory Gilman here in town:</p> <p><input type="checkbox"/></p> <p>There is no demo of the house prior to closing</p> <p>The deposit is being increased \$100,000</p> <p>The 1031 contract will need to be clarified and reviewed</p> <p>Once we receive the revised \$1.7 agreement – Monday or Tuesday at latest – we will discuss and review together. In the meantime we continue to show the home until all items are finalized and agreement signed. I have reached Steve Frame with our counter offer of \$1,725,000 to the buyer's \$1,525,000 offer. He will see if he his buyer will step up but doubtful.</p> <p>I also spoke to Paul Hughes re his showing yesterday- The house was not what his folks wanted so we will not see an offer there.</p>

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2016-08-21

first offer continued

The sellers have accepted \$1.7 offer provided the written contract and terms are acceptable upon being presented and reviewed by an attorney. Items to change in agreement:

There is no demo of the house prior to closing

The deposit is being increased to \$100,000

The 1031 contract will need to be clarified and reviewed with copies of the agreement for review and clarification on the contingencies on that agreement

As an aside I expect that the attorney who reviews on behalf of the sellers will most likely want a clause re continued showing until contingency of 1031 removed. You may want John to add this back in so avoid a change/ addition to the agreement.

I am hoping I can have something Monday to present to the sellers. I am around all day to work on this with you.

2016-08-24

Second offer status

As of 3 PM today I have yet to receive a new agreement from our buyers. The attorney has basically told the buyer's agent that they are in a long line of contracts he is working on and to be patient. Easy for him to say!

I have also not heard a word from Steve Frame re our \$1.7 counter to his \$1.6 counter.

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2016-08-25

Signed Agreement of Purchase

At long last we have the signed agreement from the buyers!!! As we discussed we need to have an attorney review on your behalf before signing as this is attorney prepared. Once signed it is binding.

□

I will be happy to review with you when I am in the office this morning. My choice would be Cory Gilman or Kat Laughlin . Both super and excellent follow thru. I look forward to talking this morning. Sorry for confusion the offer is the FIRST buyers offer improved to \$1,7!!



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2016-08-25

Second Offer Status Continued

The second buyer (Steve Frames) did not respond to our \$1.7 counter offer – he has held at \$1.6 cash. The offer you have in front of you is from the FIRST buyer which is from Barb Roth. They have made the following changes to their attorney prepared agreement:

Purchase price \$1,700,000

increased from \$1,600,000 initial offer

Deposit \$ 110,000-

increased from \$60,000

Closing October 27th

remains the same

Items included sold

unfurnished as in original agreement

Demolition removed from agreement

Sale of real estate Contingency

remains –property to sell is under

agreement to close 10/20- need a copy of this agreement to review

The only “red flag” is the sale of real estate and as I suggested we keep marketing the home till this is removed or satisfied. That way we do not lose momentum or other prospective buyers which right now we do not have.

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2016-08-30

Change of Attorney

Just a quick update- there has been a change in attorney representation on the buyer's side – there is a new attorney hence the slow up in response to Cory Gilmans addendum. I have informed Cory of the change so he is aware as well.

The buyer can sign without representation (if they choose to) as long as they agree with the terms of the addendum which I am told they do. The agreement is still attorney prepared. Hoping this will be handled tomorrow.

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2016-09-01	Update on Contract	<p>I just received the agreement of sale that is the property for the 1031 exchange sale contingency. I have many questions as there is a due diligence time frame referenced in this agreement throughout. Before we go any further I need certified answers that the contingencies related to the due diligence period is satisfied or a time line to be satisfied.</p> <p><input type="checkbox"/></p> <p>At this point there is no reason to involve Cory further. Why waste his time and your money? They can answer my questions and then we can move forward if we are satisfied. They have decided not to retain another attorney at this point. We may need Cory's assistance once I receive the answers I am looking for but let's get to that point first.</p> <p><input type="checkbox"/></p> <p>In the meantime we have another prospective buyer asking questions. I also had an agent come to me with a verbal well below \$1.6 which I shared we already have turned down \$ 1.6.</p>
2016-09-05	Showing	<p>Buyer likes home and location. Needs to sell their Avalon home first- they would update current home and add pool for good rental income.</p>

Summary remarks

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Questions...

If you have any questions or concerns, please don't hesitate to call me.



Holly Clothier-Rennie

Business: 609-967-0289
Email: Holly@HollyRennie.com
Web: www.HollyRennie.com
page:

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<http://www.fdrealestate.com>