

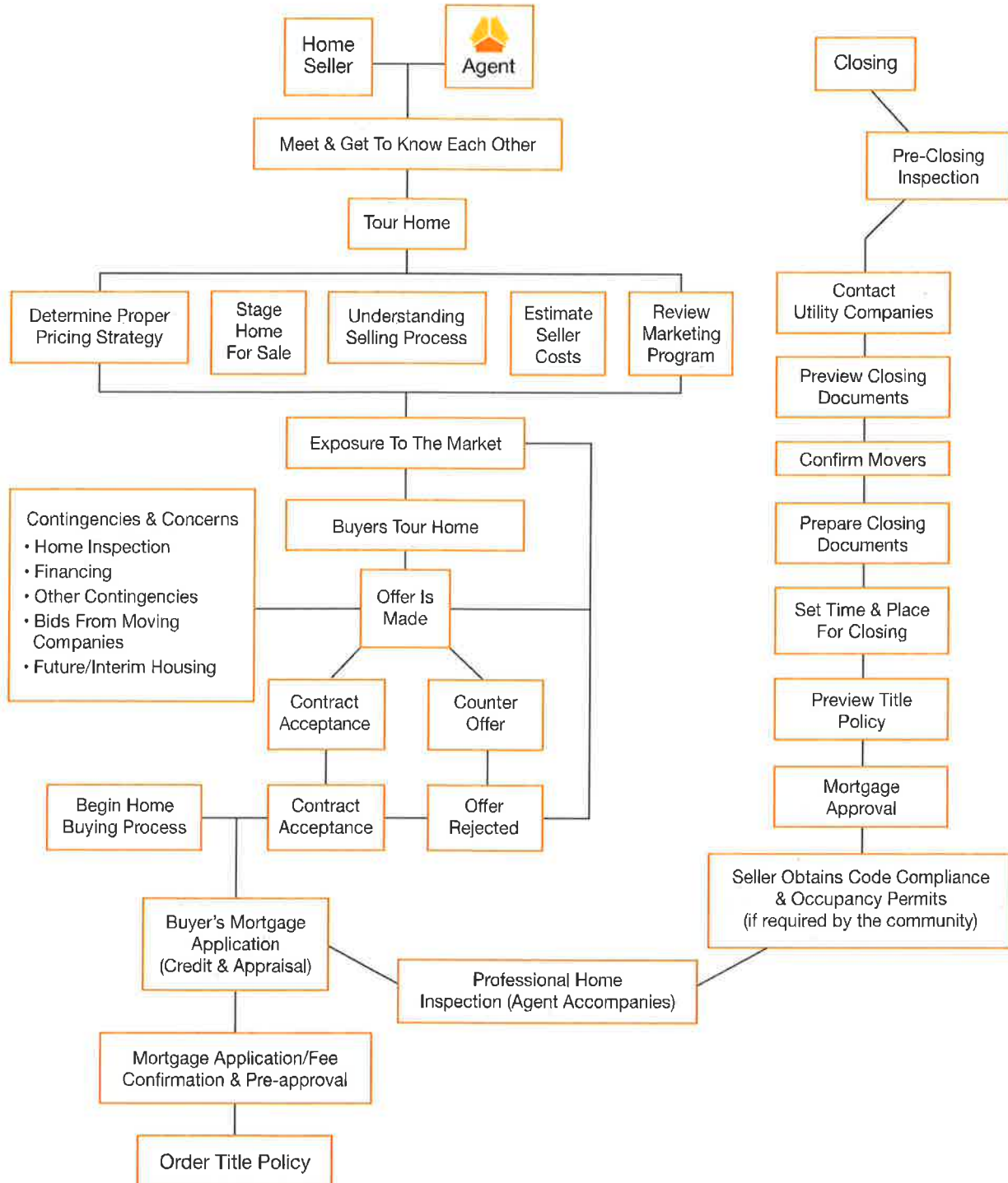
A Smooth Home Selling PROCESS



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- Contingencies & Concerns
- Home Inspection
 - Financing
 - Other Contingencies
 - Bids From Moving Companies
 - Future/Interim Housing

ANALYZING

First Weber vs.

Typical Limited Service Brokers



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COMPARE THE SERVICE	 FIRSTWEBER	Limited Service Brokers
Up Front Fees _____	NO _____	YES
Yard Sign _____	YES _____	YES
Open Houses _____	YES _____	NO
MLS (Multiple Listing Service) _____	YES _____	Maybe
Property Tours by Agents (Live or Online) _____	YES _____	NO
Pre-qualify Buyers _____	YES _____	NO
Show the Property (Pointing Out Features and Benefits) _____	YES _____	NO
Provide Feedback to Seller After Each Showing _____	YES _____	NO
Online Listing Activity Reports _____	YES _____	NO
Contract and Document Preparation _____	YES _____	NO
Negotiate on Behalf of Seller _____	YES _____	NO
Website (24/7), firstweber.com _____	YES _____	NO
Automatic Syndication to Major National Websites (Zillow, Realtor.com, Broker/REALTOR® Portal) _____	YES _____	Maybe
Professional Photography _____	YES _____	NO
Front Runner Multi-Media Marketing _____	YES _____	NO
Virtual Tours / Emailable Webcasts _____	YES _____	NO
First Weber "YouTube" Channel _____	YES _____	NO
First Weber's "GPS App" _____	YES _____	NO
In-house Print Shop (Just Listed, Just Sold, Open House Postcards, Color Brochures, and Direct Mail Marketing Material) _____	YES _____	NO
Business Services Development _____	YES _____	NO
One-Stop Shopping (Mortgage Department and Title Company Affiliates) _____	YES _____	NO
Closing Services _____	YES _____	Maybe
Concierge Desk _____	YES _____	NO
Social Networking _____	YES _____	Maybe

Anything less than First Weber is Limited Service.

The Dangers Of OVERPRICING



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AN ASKING PRICE

**ABOVE MARKET VALUE
CAN ADVERSELY
AFFECT THE SALE**

- Fewer buyers are attracted and fewer offers received.
- Marketing time is prolonged and initial marketing momentum is lost.
- The property attracts "lookers" and makes competing houses look comparatively better.
- If a property does sell above true market value, it may not appraise and the buyers may not be able to secure a loan.
- The property may eventually sell below market value.

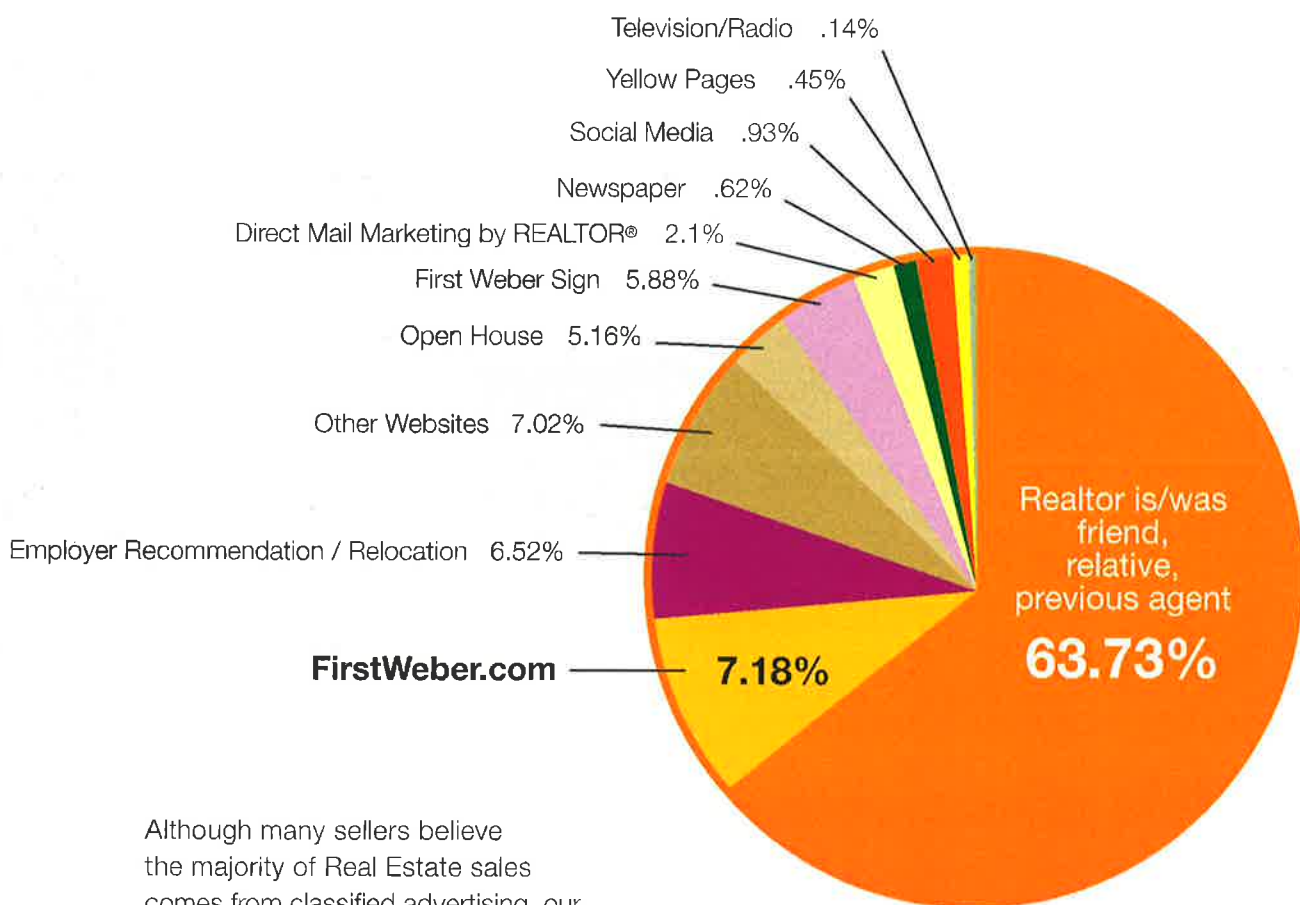
Where Do BUYERS Come From



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Although many sellers believe the majority of Real Estate sales comes from classified advertising, our service evaluations and market research findings indicate the majority of buyers who purchase real estate from First Weber were referred by a friend, relative, previous agent, or found us on the Internet.

Source: First Weber's Agent Client/Customer Surveys



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Estimated COSTS OF SALE

Property Address: _____ Date: _____

Assumed Closing Date: _____ First Weber Group Sales Associate: _____

Sale Price (estimated) \$ _____

LOAN/LIEN PAYOFFS

- First Mortgage (Principal balance plus interest to closing)..... _____
- Second Mortgage (Principal balance plus interest to closing)..... _____
- Home Equity Loan (Principal balance plus interest to closing)..... _____
- Other Liens (Judgements, tax liens)..... _____
- Prepayment Penalty (Approx. 3 months interest)..... _____
- Outstanding Real Estate Taxes..... _____
- Outstanding Assessments (to Municipality and/or Owner's Assoc.)..... _____

COSTS OF SALE

- Recording Fee (\$30.00 per document)..... _____
- Broker's Fee..... _____
- State Transfer Fee (\$3 per thousand)..... _____
- Title Insurance..... _____
- Gap Coverage..... _____
- Special Assessment Letters Fee..... _____
- Deed and Document Preparation Fee..... _____
- Attorney's Fee..... _____
- Home Warranty..... _____
- Well/Septic tests..... _____
- Miscellaneous..... _____

PRORATIONS/CREDITS

- Real Estate Taxes (Jan. 1st to closing)..... _____
- Water/Sewer Proration..... _____
- Repair Credit..... _____
- Closing Cost/Points Credit..... _____
- Security Deposits - Transfer to Buyer..... _____
- Rent (From date of closing to month end)..... _____

TOTAL REDUCTIONS - \$ _____

RECOUP OF ESCROW FUNDS FROM LENDER + \$ _____

TOTAL ESTIMATED SALE PROCEEDS \$ _____

Comments: _____

This worksheet contains only ESTIMATES of some of the more common costs. Categories and amounts may vary by situation. There may be additional costs not reflected here. Seller should verify all figures. Actual figures may not be known until the final settlement is completed by a title company. This worksheet does not address Federal or State tax consequences.