

Listing Services

Appointment Management

- We use a scheduling service called MAPASS, which allows other agents to make appointments quickly and easily and allows sellers to receive advanced notice of showings through email, phone or even text, depending on their preference. MAPASS allows us to get specific feedback on showings, cancel or change appointments easily, communicating with all parties in one step.
- We allow our sellers to choose their preferences when it comes to showings. For buyer's convenience, we attach a lock box, combination or electronic. We can accommodate any special requests and concerns you might have.

Online Marketing Strategy

- 90% of buyers now begin their search for a home online, so internet strategy is hugely important. The way a property is portrayed online can get buyers in the door, or leave a property in the dust. **See the attached list of websites to see what exposure your listing will get.**
- Our listings get extra exposure through our special accounts with Trulia and Zillow, the two top real estate search websites.
- Our Facebook, blog and Twitter pages reflect new listings, price changes and open houses to reach thousands of potential buyers, other Realtors and industry contacts.

Signage

- Yard signs are still the 2nd most popular way buyers find their home. Exposure on your street and around town has a surprisingly big effect on buyer interest, especially if the property is well located and well-priced.
- Our yard signs are professionally installed, tastefully designed, and eye-catching.

Market Updates and Reactions

- We are constantly seeing new houses coming on and off the market. These changes can effect buyer's perception on value on your property. We can keep you abreast of these changes and react accordingly to ensure your house continues to stand out.
- Our system is updated every 2 hours so we can have the best and most up-to-date snapshot of the market possible.
- We can sign you up for automatic emails, or you can choose to hear from us by phone or in person. We give you the benefits of technological advancement at a level where you feel comfortable.
- We look at each week as a journey towards finding your perfect buyer. If our attempts succeed or miss the mark, you will know. You can choose to get your reports via mail, email, phone or even in person. These reports will include:
 - Submit any and all offers
 - Turn-outs at open houses
 - Market updates on competitive properties
 - Potential leads on buyers
 - Recommendations for price adjustments
 - Feedback from Showings

Home Warranty Programs Available

- American Home Shield Warranty- works as an incentive for buyers and/or a piece-of-mind guarantee for sellers - ask us if you're intrigued.

Buyer Representation

- Despite what you might see on HGTV, buying and selling properties at the same time is not easy and it's important to be organized and time-conscious. Having the same agent for both transactions can take a lot of work and pressure off you and make the process a lot smoother.
- Janet is a Certified Buyer's Representative (CBR) on top of being an outstanding listing agent. If you need assistance in finding a house in addition to selling your property, she'll be happy to help you.

Industry Promotion

- There are ways to make a property more visible to other Realtors, which can make your listing more prominent in the eyes of potential buyers.
 - Broker Open Houses, catered by local restaurants to entice Realtors to come for lunch.
 - Emails through MLS on price changes, new listings and open houses based on Realtor clients' known price range and search preferences.
 - Faxes and mailings to local Real Estate offices.
 - Invites through email and Facebook to promote Broker Open Houses and other events.

Exposure to Brokerage Clients

- Did we mention we work with buyers too? We're working with our buyers on a daily basis and you'll be surprised how often we end up personally finding the buyer for our listings.
- We make it our job to know each other's listings so we can speak intelligently to potential buyers about anything listed in our office.

Offers

- All offers are presented to you in a timely manner because we know your time is precious. We present every offer in an unbiased way, answer any questions you might have, and assist with negotiations, always with your best interests as our top priority.

Home Inspections

- We will track and coordinate the home inspection with the buyer's agent. We also have the resources to help you address any buyer concerns and still keep the transaction on track.

Legal Forms

- As a member of the National, Massachusetts and North East Association of Realtors, Janet Cramb and Company Real Estate uses up-to-date Massachusetts and New Hampshire board approved Real Estate documents. We work very closely with our neighborly law office to ensure that all recent laws are abided by in every transaction.
- We personally draw up your Purchase and Sale Agreement. You have the option to have an attorney review and make changes if you wish. We ensure distribution to all parties after the agreement has been finalized.
- We are not lawyers, nor do we pretend to be. We do, however, know some very good ones. If you have questions regarding the language of your agreements, or you would like to change the wording of any documents, let us know and we'll give you some great people to call.

Closing

- All we do is designed to lead up to a smooth closing. We work with the banks, attorneys and other agents to make sure everyone is comfortable when they shake hands and the keys are handed over.

Service fee

- Our service fee is competitive, designed to fit your budget, and 100% tax deductible. For most of our clients, this is the largest business transaction they will encounter in their lives. To us, it is crucial that they have a professional to represent them.

Peace of Mind

- We're in it for the long run. Whether you are building your dream home, downsizing, adding value to your existing property, or just "thinking of selling", we are always happy to give advice on how your choices will affect you return on investment, what your options are in today's market, and where your present property stands when it comes to value. We cherish our client relationships and strive to build long-term partnerships to assist with the many real estate needs that occur throughout a lifetime.

