

LISTING

YOUR HOME

STORER MCGRAW HOME GROUP



JOYCE & SUZANNE |

405. 886.9702 | 405.570.5591



McGraw
REALTORS®

About Joyce & Suzanne

At Storer McGraw Home Group, we combine strategic marketing, local expertise, and personalized service to help clients confidently buy and sell homes throughout the Oklahoma City metro. With a refined yet approachable style, we are dedicated to creating a seamless real estate experience built on trust and strong relationships.



SUZANNE MCGRAW

405.570.5591 | smcgraw@mcgrawrealtors.com

JOYCE STORER

405.886.9702 | jstorer@mcgrawrealtors.com

AT MCGRAW REALTORS®

By listing with McGraw Realtors®, you can be confident knowing you have the most educated agents with an impeccable reputation of giving outstanding service. McGraw Realtors®, known for a tradition of excellence, has been successfully helping sellers for more than 85 years to get their home sold. It's critical to hire a qualified agent who understands the current market conditions and trends, so when it really matters... choose McGraw.

We make real estate simple.

*We are committed to helping you
successfully sell your home.*



McGraw
REALTORS®

WHAT YOU CAN EXPECT

I understand real estate, we know how to guide our customers through the entire process.

I strive for a seamless, stress free transaction for the best customer satisfaction.



Market condition
consultation for
pricing your home



A strategic plan to
prepare & market
your home



Communication
throughout the listing
& selling process



Negotiation
strategy



Compliance- To keep the
seller on track in
contract of their role for
performing & timelines
in contract



Navigation
through
contract to
close



Satisfactory
customer service
to ensure a
successful closing

PRICING & PREPARING YOUR HOME

Factors in pricing your home

- Market condition
- Location, size, and age
- Number of bedrooms & bathrooms
- Garage size
- Property condition
- Features & finishes

Factors in selling your home

- Correct pricing
- Strategy & timing to list
- Marketing strategy
- Exclusive period
- Agent's Network and Reach
- Negotiation Strategy
- Navigating contract to close obstacles

FOR MAXIMUM VALUE IN A TIMELY MANNER

A STRATEGIC MARKETING PLAN MADE FOR YOUR HOME

- FACEBOOK CONNECT- DURING FIRM EXCLUSIVE/PRE-MARKET TIME
- LISTING VIDEOS
- PROFESSIONAL PHOTOS
- ONLINE ANALYTICS & STATS/MARKET UPDATES AFTER LISTING
- EMAIL MARKETING
- SOCIAL MEDIA CONTENT- FACEBOOK, INSTAGRAM, ETC.
- WEBSITE SYNDICATION
- LISTING FLYERS
- YARD SIGNAGE

REACH MATTERS. INSIGHT MATTERS

COMMUNICATION THROUGHOUT THE SELLING PROCESS

LISTING

- 1 Discuss price and marketing strategy.
- 2 Sign all documents pertaining to listing.
- 3 Confirm with the seller the date listing will be live on the market.
- 4 Schedule open houses or other events.
- 5 Provide feedback of all showings to seller.
- 6 Review market statistics with the seller throughout listing period.
- 7 Review ongoing marketing efforts with the seller.

SELLING

- 1 Present offers with net sheets to negotiate to an executed contract.
- 2 Communicate inspection appointments to seller & attend inspections.
- 3 Negotiate repairs within the time frame allowed in the contract.
- 4 Help coordinate contractors for repairs.
- 5 Communicate appraiser appointment.
- 6 Appraisal Comps
- 7 Review the settlement statement.
- 8 Coordinate final walk-through & closing.

NEGOTIATION

- PRICE
- CLOSE DATE
- EARNEST MONEY
- INCLUSIONS/EXCLUSIONS
- SELLER CONCESSIONS
- HOME SERVICE AGREEMENTS
- FINANCING
- CONTINGENCIES
- REPAIRS
- LOW APPRAISALS
- SURVEYS
- APPRAISAL REQUIREMENTS
- TITLE REQUIREMENTS



McGraw
REALTORS®

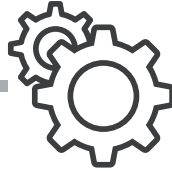
NAVIGATING CONTRACT TO CLOSE

START HERE



CONVERT AN OFFER INTO A CONTRACT

- PRESENTING OFFERS + NET SHEETS
- STRATEGIZE NEGOTIATION
- WORK DILIGENTLY AND QUICKLY TO HELP SELLER FINALIZE CONTRACT



PROCESS CONTRACT AND COMPLETE COMPLIANCE

- REVIEW FINAL CONTRACT TO ENSURE IT IS ACCURATE AND COMPLETE
- REVIEW TIMELINES OF CONTRACT WITH SELLER & SELLER'S DUTIES TO FULFILL THE TERMS
- PROCESS CONTRACT AND FILE WITH BROKERAGE FOR ADDITIONAL COMPLIANCE



SET UP WITH TITLE COMPANY

- ORDER/UPDATE ABSTRACT
- RESOLVE ANY TITLE REQUIREMENTS
- LOAN PAYOFF INFORMATION
- HOA COMMUNICATION TO CLOSER



INSPECTIONS

- COORDINATE INSPECTIONS WITH SELLER
- PRESENT ALL INSPECTION REPORTS & REPAIR REQUESTS
- NEGOTIATE REPAIRS
- HELP SELLER OBTAIN REPAIR BIDS
- REPAIRS COMPLETED PRIOR TO CLOSING
- RE-INSPECTIONS



APPRAISAL

- SCHEDULE WITH SELLER
- PROVIDE HOME DETAILS AND COMPARABLES IF NEEDED
- NEGOTIATE IF LOW OR HAS REQUIREMENTS

RESIDENT SERVICE AGREEMENT

- SELLER COVERAGE/BUYER COVERAGE
- ORDER AGREEMENT



CLOSING

- COORDINATE THE PRE-SIGNING PROCESS
- MOVE OUT WALK THROUGH
- COMMUNICATE UTILITY SCHEDULING
- HELP WITH LAST MINUTE PROBLEMS BEFORE FINAL CLOSING
- FUNDS WIRED
- KEYS HANDED OVER AT CLOSING

FINISH

TESTIMONIALS



I can't say enough about Joyce and her qualities and skills. She was attentive, accessible, professional, knowledgeable and personable. She did impeccable research, listened to our needs and provided support through-out the entire process. Joyce knows her stuff! Thank you so much, Joyce!



Joyce was absolutely fantastic every step of the way as my realtor--I could not have asked for a better realtor. She has a deep knowledge of the OKC housing market and she very capably represented me, my interests, and my needs at the negotiating table. On top of that, she was always very responsive and patient with my many questions. She made the home buying process enjoyable. I could not have done it without her (nor would I have wanted to).



Suzanne went above and beyond to help us throughout the entire process answering any and all questions or concerns we had. Will use again in the future as well as recommend to family and friends.



Suzanne made this experience a lot less stressful for me. Was very knowledgeable and everything and help me get the most for my property. Thank you again best realtor ever. Would highly recommend to anyone.



JOYCE STORER & SUZANNE MCGRAW

405.886.9702

405.570.5591