

# Howard Hanna

## Krall Real Estate

### COMPANY MISSION STATEMENT

*We are a family-owned full-service real estate company. We strive every day, in every transaction, to reflect our pride in our company, ourselves and each other, and in the communities, and people we serve. Through our knowledge, integrity, and innovation, we are able to participate in our customers' realization of the American Dream.*

*~ Howard Hanna.*

### OUR VISION

- *To provide unparalleled, innovative, and comprehensive real estate services to each client, creating lifelong relationships.*
- *To foster learning, teamwork, mutual respect, and personal excellence within our company.*
- *To give time and resources to help bring a better quality of life to those less fortunate.*
- *To welcome change and embrace diversity.*
- *To cultivate the optimal financial growth and stability of the company and our associates.*
- *To LEAD and SERVE with integrity, pride, and enthusiasm in all we do.*



**KRALL REAL ESTATE, SERVING LEBANON COUNTY &  
SURROUNDING AREAS SINCE 1973**



## HOWARD HANNA'S Helpful Seller's Checklist:

**YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION.** Start with your lawn—the first thing that prospective buyers see. Make sure your lawn is trimmed and edged. During winter, keep snow and ice removed from sidewalks and steps.

**YOUR FRONT DOOR WELCOMES THE PROSPECT.** Always make sure the it is clean & freshly painted. A seasonal door decoration adds a warm, inviting touch.

**DECORATING HELPS ASSURE TOP DOLLAR** and a quick sale. Attractively painted walls, in a neutral color, add appeal.

**CLEANING WINDOWS SHOW THE BRIGHT SIDE OF YOUR HOME.** By opening curtains you highlight your walls and ceilings, letting prospective buyers see how cheerful your home can be. Use maximum wattage in lamps & light fixtures.

**A CLEAN KITCHEN IS A MUST.** Make sure your range, dishwasher, sink, and counter tops are clean and fresh.

**SPARKLING BATHROOMS HELP SELL HOMES.** Shower doors, ceramic tile and grouting should be cleaned and free of soap film. Fixtures should be cleaned and free of water marks, repair caulking in bathtubs and showers.

**AVOID CLUTTERED APPEARANCES** by removing excess furniture and other items that you should seldom use. Keep newspapers, toys, and other articles picked up. Clean stairways are essential.

**MAKE CLOSETS LOOK LARGER** by removing and packing items that can be stored elsewhere. Neat, well organized closets show there is ample space.



**FROM TOP TO BOTTOM** display the full value of your basement, garage, and other utility spaces.

**CHECK ALL MAJOR APPLIANCES.** Be sure to clean the exterior of the water heater, furnace, and other appliances that will be seen by the prospective buyers.

**REPAIRS ARE REQUIRED** if the closet doors are off their tracks, door knobs are loose, screen doors don't close, faucets are dripping, or floor or ceiling molding is cracked. Have them fixed so we can get top dollar for your home.

**NIGHT SHOWINGS.** Remember to turn on the porch light and any other outside and interior lighting so your home is highlighted well during after dark showings.

***Below you can check off items from the list as you get them done:***

☐ *You never get a second chance to make a first impression.*

☐ *Your front door welcomes the prospect.*

☐ *Decorating helps assure top dollar.*

☐ *Clean windows show the bright side of your home.*

☐ *A clean kitchen is a must.*

☐ *Sparkling bathrooms help sell your home.*

☐ *Avoid cluttered appearances & make closets look larger.*

☐ *Clean all major appliances*

☐ *Repairs required*





## PREPARING FOR THE PHOTOGRAPHER

*A few tips to prepare for the big day!*

### OUTSIDE

The first photo that a prospective buyer will see of your home is the main exterior shot, so make it count!

- Remove all vehicles from driveways and do not park directly in front of the house
- Remove children's toys and make sure all sprinklers, hoses and gardening equipment are put away or in order
- Sweep driveways, sidewalks and patios
- Spruce up your garden and lawn; trim shrubbery and mow the lawn
- Remove all trash and recycling cans from view

### LIVING AREAS

- Remove personal items (family photos, knick knacks, religious or political items)
- Remove clutter; straighten up shelves and tables
- Move excess furniture out of rooms. You want the space clean, open and clutter-free (dog crates, tray tables, kid's toys, etc.)
- Hide TV/stereo remotes and clear away newspapers and magazines

### BEDROOMS

- Make sure all beds are made and free of lumps and wrinkles
- Clear all dressers and bedside tables
- Hang clothes neatly or fold and put away

### KITCHEN

- Clear off counter tops and remove any appliances (toasters, coffee pots, knife blocks, etc.)
- Remove photos, notes, papers and magnets from the refrigerator
- Clean the major appliances – refrigerator, oven, range hood, and wipe down all countertops
- Make sure dishes are out of the sink and put away
- Remove trash can, floor rugs and dish towels

### BATHROOMS

- Clear all counters and vanities
- All toilet seats should be down and lid closed; remove all toilet cleaning and maintenance utensils
- Clean mirrors and glass surfaces
- Make sure all towels match, are clean and are neatly folded
- Remove trash cans and floor rugs

### OVERALL/GENERAL

- Clean out as much clutter as possible
- Open all curtains and blinds
- Vacuum the carpets
- Make sure all lights bulbs are working; don't mix halogen bulbs with CFL bulbs
- Turn all lights ON
- Turn all ceiling fans OFF



To schedule a photos shoot, please email:

[heath@360tourdesigns.com](mailto:heath@360tourdesigns.com)

[www.360tourdesigns.com](http://www.360tourdesigns.com)





Real Estate • Mortgage • Title • Insurance

# Howard Hanna Service Standards For Buyers & Sellers of Real Estate

Howard Hanna was founded upon one basic belief: that our job is not to work with brick, mortar and parcels of land, but with people. People who sell their homes through us, people who buy their homes through us, but first, last and always, people. It is in the spirit of providing extraordinary service that, in conjunction with my agency agreement with you, I make the following pledges to buyers and seller of real estate:

## **My Pledge to Buyers**

To provide unsurpassed service to help you buy your home at fair market price, in the shortest time, with the least inconvenience to you, I will:

- Explain real estate agency relationships.
- Maintain communication during the term of our agreement.
- Analyze your property needs and desires.
- Orient you to current market conditions.
- Provide helpful community data.
- Explain local real estate practices and procedures.
- Through our Financial Division, Howard Hanna Mortgage services, you will have access to information on lenders and financing alternatives.
- Search the local multiple listing service for suitable properties.
- Provide detailed information and disclosures, if applicable, on properties.
- Coordinate appointments and show all properties of interest, whether or not the properties are Howard Hanna listings.
- Provide relevant market data to educate you as to current fair market value of available properties.
- Disclose all material defects of the property of which I have actual knowledge.
- Discuss relevant data about the Seller known by me.
- Explain the process of offer presentation.
- Deliver Seller's State Mandated Property Disclosure Form.
- Carefully explain and prepare offer to purchase form(s).
- Arrange to present all offers to Seller or Seller's agents, in a timely manner.
- Strive to obtain the best possible price and terms for you.
- Explain post-purchase activities and responsibilities.
- Follow-up on all post-purchase activities.
- Keep confidential any information you designate in writing as confidential.

## **My Pledge to Sellers**

To provide unsurpassed service in order to sell your home at fair market price, in the shortest time, with the least inconvenience to you, I will:

- Explain real estate agency relationships.
- Maintain communication during the term of our agreement.
- Analyze your needs, being sensitive to your special requirements.
- Orient you to current market conditions.
- Provide local, national or international relocation service.
- Explain local real estate practices and procedures.
- Review applicable seller financing alternatives.
- Deliver Seller's State Mandated Property Disclosure Form.
- Present a written market value analysis of your home after a thorough study of current market conditions.
- Develop and explain a marketing plan of action for your home.
- Advise on preparing your home for showing.
- Promote your home to prospective local and out-of-town buyers.
- Promote your home to all fellow REALTORS®.
- Coordinate all appointments and showings.
- Present an updated market value analysis of your home when changing market conditions warrant same.
- Explain the process of offer presentation.
- Review all terms and conditions of the offer to purchase.
- Conscientiously facilitate the negotiations.
- Strive to obtain the best possible price and terms for you.
- Explain post-sale activities and responsibilities.
- Follow-up on post-sale activities.
- Keep confidential any information you designate in writing as confidential.

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Date

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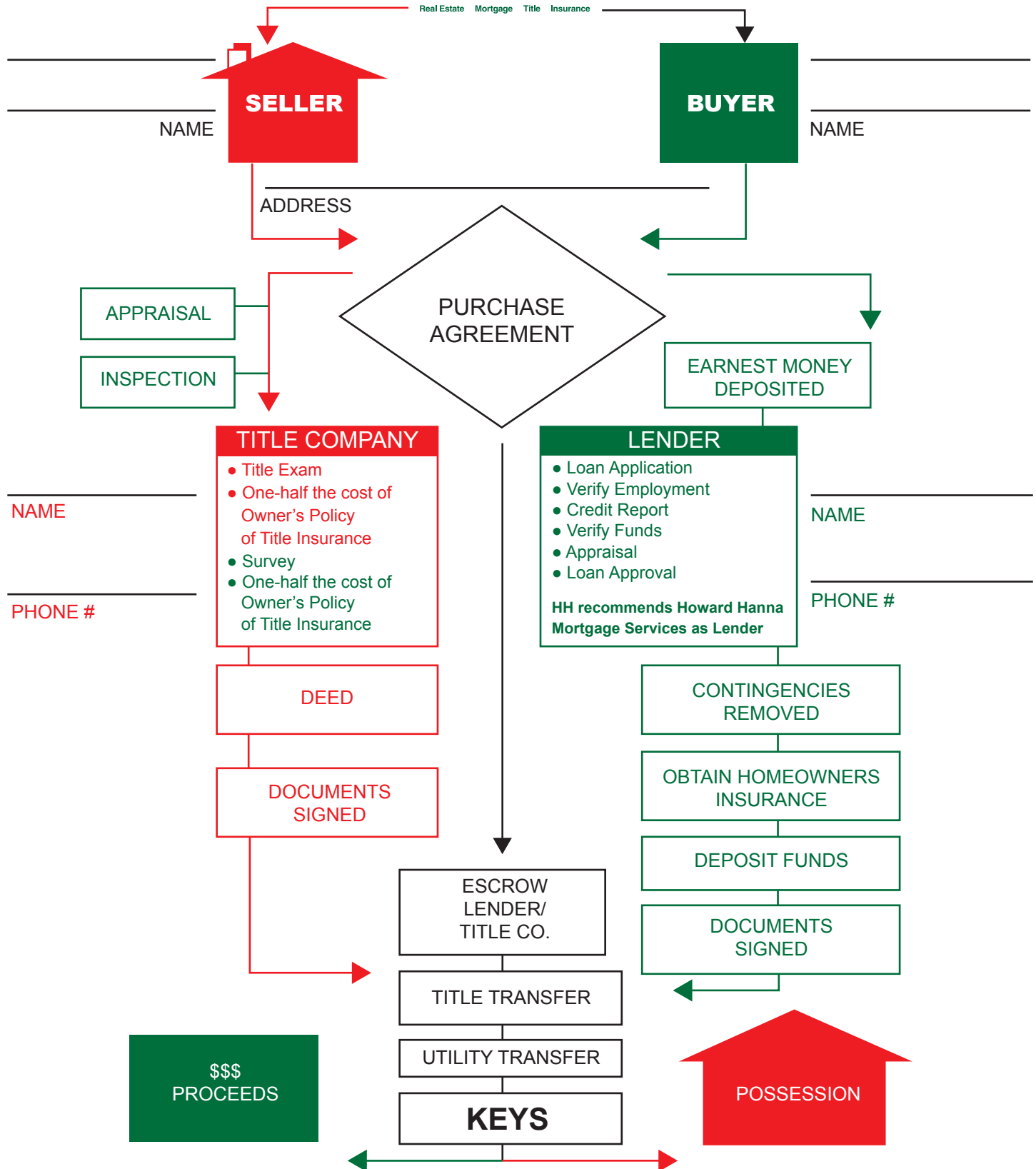
REALTOR'S® Signature

# Buyer/Seller Responsibilities

RED Indicates Seller responsibility or cost, prior to title transfer.

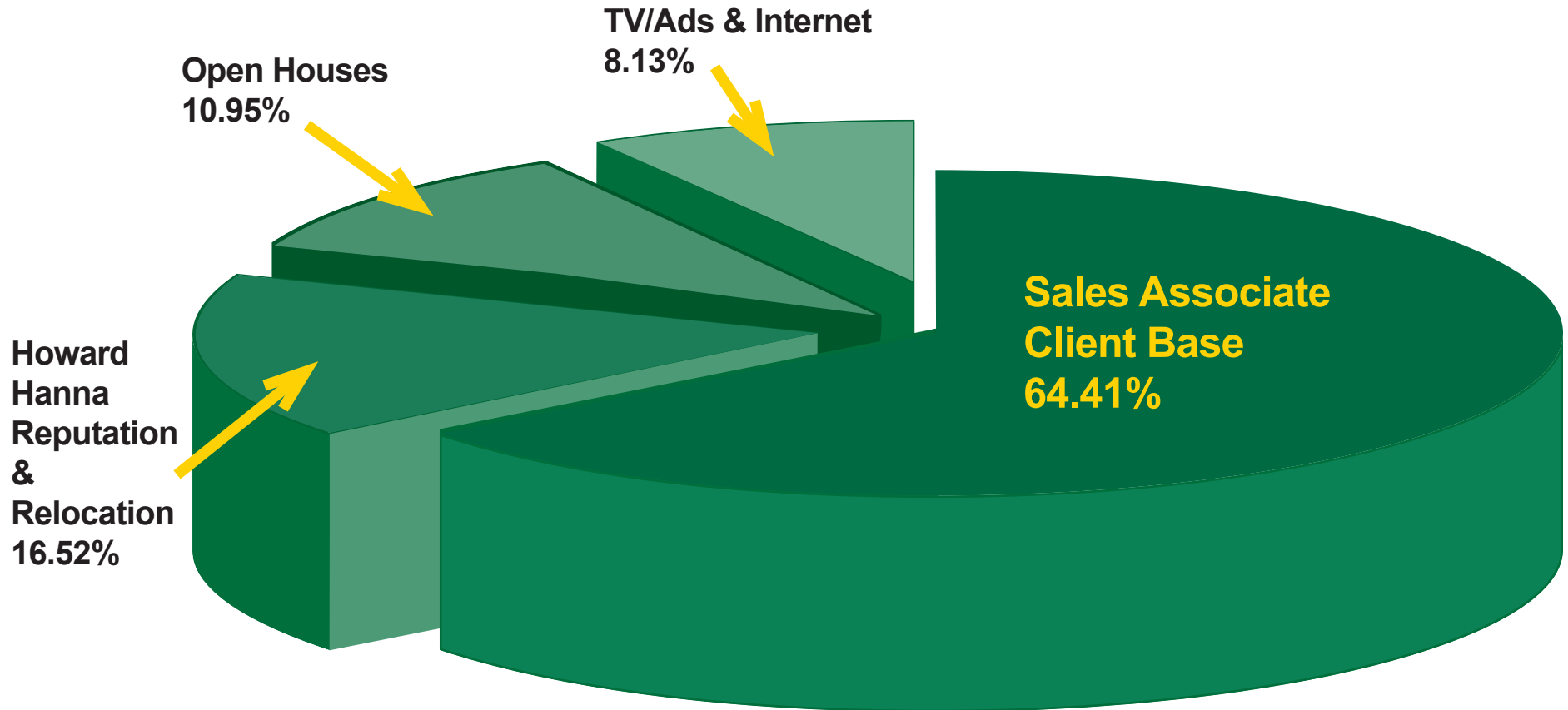


GREEN Indicates Buyer responsibility or cost, prior to title transfer.



TIME WILL VARY ACCORDING TO PURCHASE AGREEMENT

# Where do our Buyers come from?\*



*\*Statistics are generated from 1989-2011 Summary of Buyer's Comments on Howard Hanna Real Estate Services Questionnaires.*



Real Estate Mortgage Title Insurance

**97.33% of our Buyers would recommend our Sales Associates and Howard Hanna to others!**

Based on 2011 Quality Service Questionnaires



# WHY LIST WITH HOWARD HANNA **KRALL** REAL ESTATE



## FREE COMPARATIVE MARKET ANALYSIS

This will clearly illustrate the current market value of your property and will assist with establishing a listing price



## YOUR LISTING ADVERTISED ON BRIGHT MLS

REACHING 6 STATES  
43 REALTOR ASSOCIATIONS  
84,000 REALTORS!

- ◆ HOWARD HANNA KRALL REAL ESTATE WEBSITE - [www.krall.com](http://www.krall.com)
- ◆ HOWARD HANNA MOBILE APP
- ◆ HOWARD HANNA CORPORATE WEBSITE—[www.howardhanna.com](http://www.howardhanna.com)
- ◆ HOWARD HANNA REFERRAL SYSTEM
- ◆ SOCIAL MEDIA MARKETING— (FACEBOOK & INSTAGRAM)
- ◆ WEB ENHANCEMENTS—Trulia, Zillow, Homes.com, Homefinder.com
- ◆ SATURDAY OPEN HOUSE
- ◆ PROFESSIONAL COLOR BROCHURES IN BROCHURE BOX
- ◆ NEW WHITE POST YARD SIGNS OR METAL SIGN (your preference)
- ◆ BEST OF LEBANON VALLEY AWARD FOR #1 REAL ESTATE COMPANY—2011, 2012, 2013, 2014, 2015, 2016, 2017.
- ◆ HOWARD HANNA SERVICE PLEDGE
- ◆ EXPERIENCED AGENTS WORKING TOGETHER AS A TEAM
- ◆ IN HOUSE HOWARD HANNA KRALL REAL ESTATE TRAINING
- ◆ FULL BROKER/MANAGEMENT AND SUPPORT STAFF
- ◆ LOCALLY OWNED AND OPERATED FOR 44 YEARS
- ◆ DOTLOOP PAPERLESS ELECTRONIC SYSTEM
- ◆ SHOWING TIME— CAN SCHEDULE SHOWINGS THROUGH TEXT MESSAGING
- ◆ SHOWING FEEDBACK PROVIDED
- ◆ HOME WARRANTY PROTECTION PLAN (available)

# A HOME A DAY IS THE KRALL WAY!