

HOME SELLER'S GUIDE

Proudly Providing Five Star Service



610.687.6060 | BRETTFURMAN.COM

AWARD-WINNING
★★★★★
BRETT FURMAN
GROUP
WRITING YOUR FIVE STAR REAL ESTATE SUCCESS STORY

RE/MAX
Classic

EXCEEDING EXPECTATIONS WITH PROVEN RESULTS



Helped 52 families
in 2022

60+ 5 Star
Reviews



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The Team

Our Agents

Buyer Process & Timeline

Costs

Why Brett Furman Group? Why RE/MAX?

Testimonials

Resources

Over 3 Decades
of experience

Top Ranked
RE/MAX team in
PA & DE

RE/MAX
Top 100
Nationwide

The Team

Succeeding Where Others Fail

The team is made up of dedicated professionals who work together through their diverse roles to ensure you receive the best service. You get the expertise of multiple agents, along with a full time support staff at no extra costs. These roles are, but not limited to; working with home buyers, sellers, effortless transaction and administrative duties, home staging, professional photography, video tours, marketing strategies, custom designed brochures and more. The team recognizes and values the trust clients place in us. The Brett Furman Group takes great pride in making people's dreams a reality!

Strategy

Complete customized marketing plans are developed and executed for each client to fit their needs.

Knowledge

With decades of experience, even in the most challenging markets, we know how to get you to closing.

Honest & Committed

Our straightforward philosophy has proven beneficial for our clients time and time again. We put YOUR best interests first while making YOU our priority.



Brett Furman, Broker/Owner



Tracie Friedrich



Dave Rantanen



Ashley Murray



Samantha Baker



Mila Sokolova



Lisa Furman

What We Do...

The Marketing Plan

- Help you determine the optimal asking price to get your home sold
- Have the home professionally photographed
- Place your home on the multiple listing service
- Ensure that your home has wide Internet exposure, including video tours
- Employ featured and upgraded online ads on high traffic real estate websites
- Institute a Coming Soon listing campaign to generate interest before hitting the market
- Determine the Buyer profile for your property, to directly market the home
- Prospect for buyers on a daily basis with direct targeting techniques online
- Place a "For Sale" sign on the property
- If necessary, arrange for a meeting with a Home Staging Professional, who will give you room-by- room recommendations to show your home in its best light.
- Provide you with a Seller's Property Disclosure, so that you will be protected once I sell the home
- Determine a workable showing procedure
- Provide appropriate school district, community, and historical information
- Discuss holding an Open House
- Provide feedback from all scheduled tours
- Continuously update you on all happenings and progress
- Negotiate and evaluate purchase offers to protect your interest
- Guide you through all required pre-settlement steps including home inspections, radon tests, wood- destroying insect reports, mortgage contingencies, title report review, etc.
- Arrange pre-settlement walk through for buyer
- Schedule settlement for you and review all closing documents in advance
- Congratulate you on the sale of your property and confirm receipt of your proceeds check.

Custom designed property website ▼

635 Thomas Jefferson Road
Wayne, PA 19087

Presented by
Brett Furman
[Contact](#)



\$1,200,000

Single Family Home

4 Bedrooms

2 Full Bathrooms

2 Half Bathrooms

Interior: 3,473 sqft

Lot: 0.68 acre(s)

Year Built: 1976

MLS #: PACT2001366

[Request More Information](#)

[Schedule Showing](#)

[Email to Friends and Family](#)

[Print Flyer](#)

Designed specifically for your home

- Made available to perspective buyers online

[Overview](#)

[Photo Gallery](#)

[Map & Street View](#)

[Features](#)

[3D Tour](#)

[Local Schools](#)

[Neighborhood](#)

[Nearby Homes](#)

Property Updates:

[Open House \(Sat\)](#)

Charming Colonial in Glenhardt

Are you looking for a home that is nestled alongside Valley Forge Park with an amazing inground pool, pool room, finished basement, rec room perfect for a home gym, close to Trader Joes & Wegmans? This charming 2-story all brick Colonial home situated on a beautiful level 0.68-acre lot in the highly desirable Glenhardt neighborhood is comprised of almost 3,500 square feet of living space with two fireplaces, 4 bedrooms, 2 full plus 2 half baths. The owners have invested over \$675,000 on the kitchen expansion, bathrooms, roof, pool renovation, windows, landscaping, irrigation system, and more.



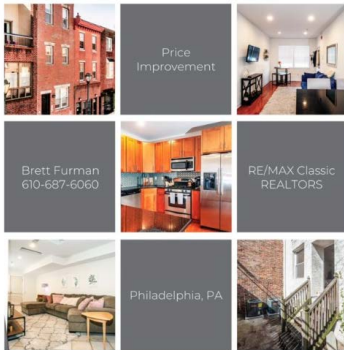
Highly targeted ads on social media ▼



Brett Furman, GRI, ABR, MBA, SRES (He/Him) • You
Award-Winning Broker / Owner at RE/MAX Classic with Brett Furman...
6mo • 0

WOW! This condo at 1926 South Street Unit A is the definition of great value! At \$212 per square foot, you've got to see all it has to offer. Call/Text 610-687-6060 for more information.

#FirstFloor #OpenConcept #PrivateYard



Re/max Classic - Brett Furman Group

Published by IFTTT • January 11 • 0

Video Premiere:



YOUTUBE.COM

2230 Naamans Creek Road, Upper Chichester, PA 19014

Known as The Pennel House, this beautiful 3-bedroom, 2.5-bathroom two story colonial farmh...

[See insights and ads](#)

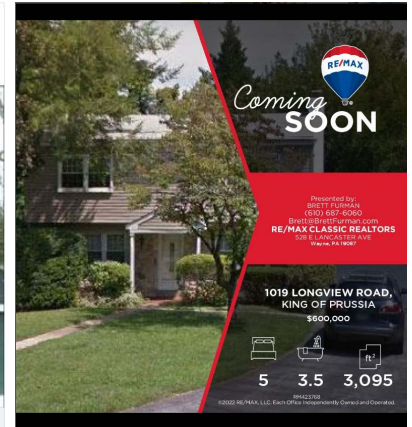
[Boost post](#)

2

[Like](#)

[Comment](#)

[Share](#)



Provide you with showing feedback ▼

- Exposure beyond regular real estate websites.

Question(s)	
Is the customer interested in the property?	Very
How well did the home show?	Excellent
Your (and your customer's) opinion of the price:	
What price would your client be willing to pay for the property?	Asking price.
What is holding the Buyer back from making an offer?	Reviewing the sellers disclosure.
Additional comments:	Client loved the home and is seriously considering an offer.

Question(s)	
Is the customer interested in the property?	Somewhat
How well did the home show?	Excellent
Your (and your customer's) opinion of the price:	
What price would your client be willing to pay for the property?	Not sure at this time.
What is holding the Buyer back from making an offer?	This this home may be too far from work.
Additional comments:	Client loves the updates on the home, very well done.

- Know how every showing goes
- Keep you informed with market reaction

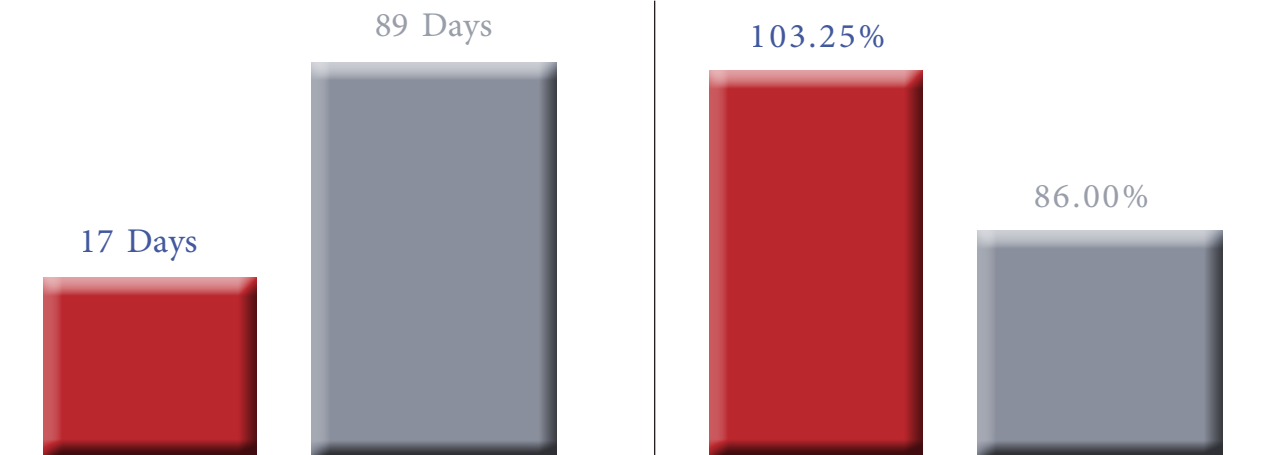
WHY



?

Average Days on Market

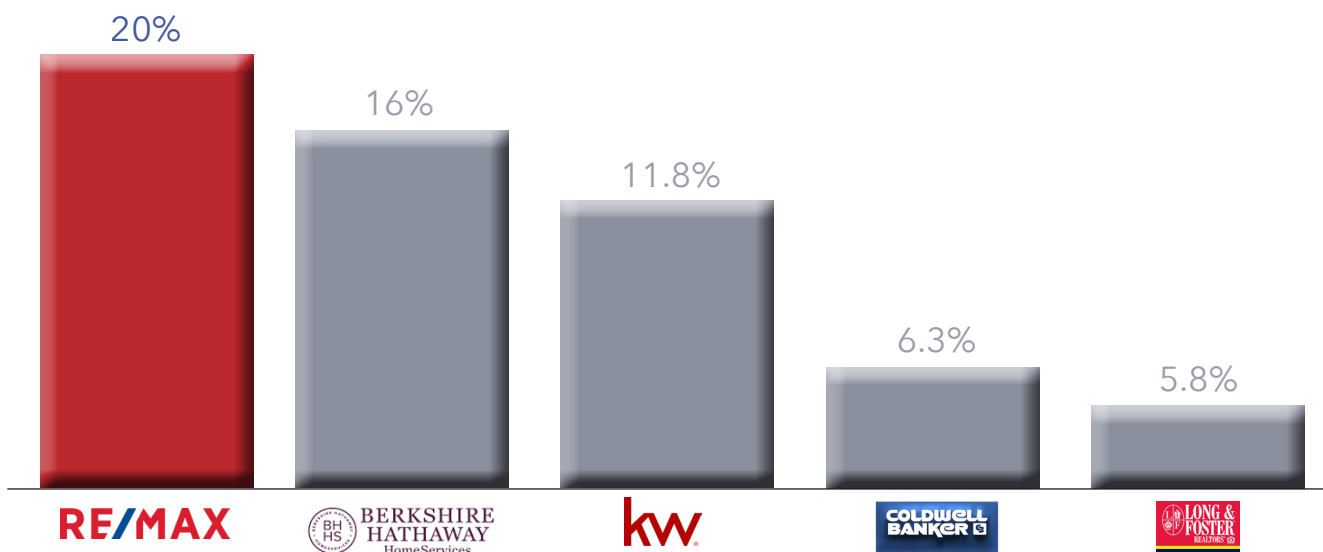
List-to-Sales Price Ratio



Brett Furman Group Vs. Average Realtor Brett Furman Group Vs. Average Realtor

WHY RE/MAX ?

Market Share For Listings Sold



| TWO NAMES YOU CAN TRUST |

SOURCE: Bright Multiple Listing Service; Figures for the Realtors & agencies have been calculated for the Philadelphia area.



Others

Photos with previous Realtor ▼



- Blurry & discolored
- Likely taken on cell phone

▼ After professional photography with Brett Furman Group



- Bright
- Crisp, clear photos

Before enhancing ▼



▲ After Brett Furman Group

Real Estate Agents in U.S.

NOT ALL AGENTS ARE CREATED EQUAL 2022

AGENT PRODUCTIVITY BY BRAND & RE/MAX CLASSIC VS. NATIONAL BRANDS

Among national U.S. brands, RE/MAX® agents average more sales than agents at any other national real estate brand.



*U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report, citing 2021 transaction sides, some of which are estimated by T3 Sixty.
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We're on the Web

99% of all potential buyers use the internet to search for homes

- www.Zillow.com
- www.Realtor.com
- www.Trulia.com
- www.BrightMLS.com
- www.EveryHome.com
- www.REMAX.com
- www.Facebook.com
- www.Twitter.com
- www.linkedin.com
- www.streeteasy.com
- www.google.com
- www.trovit.com
- www.Redfin.com
- www.Homes.com
- www.ListHub.com
- www.CityCribbs.com
- www.Oodle.com
- www.HomeGain.com
- www.Postlets.com
- www.Point2homes.com
- www.Hotpads.com
- www.listingbook.com
- www.Therealestatebook.com
- www.Frontdoor.com
- www.Homefinder.com
- www.Vast.com
- www.Clrsearch.com
- www.PropertyShark.com
- www.Kazork.com
- www.Homeaway.com
- www.Localmatters.com
- www.Kneidl.com
- www.MLS.com
- www.AOL.com

Global Exposure

We acknowledge the importance of international buyers



We pay premium to showcase your listings on the top real estate websites in order to reach out to all potential buyers!

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Real People, Real Reviews

Past performance is an indication of future results...

Brett was a pleasure to work with. He and his team were always professionals who knew their business. With over 35 years of experience, Brett has a vast knowledge of the real estate market. In the fast pace of today's current market, his team was always ahead of the curve and was able to bring a great offer to the table. There is no need to worry when Brett is your agent.

-Lee H.

We worked with Brett for the purchase of our new home in April 2020 during the COVID shut downs. Even with extra hoops to jump through for the home purchase process, he made it super easy. He was great to work with and had our best interest at heart through the whole process. We've been in the house over a month, and he still checks in regularly to make sure we are comfortable and okay. I would recommend Brett to anyone buying or selling their home. He is kind, fair, a great negotiator, and he knows his stuff!

-Justin Fleckser

A real gentleman. The for sale sign went up and the house sold in a day. negotiating was easy, my opinion was always handled with tact. my phone calls were quickly answered as well as all questions. I had been in the house for 28 years but the move went smoothly.

-Marsha H.

Brett assisted my husband and I as we planned for and ultimately sold our family home of 20 years to down-size and move into the city. This was a challenging transition for us and Brett was supportive and non-judgmental throughout the process. We found Brett to be available and responsive. I appreciated his calm reassurance while my husband valued his analytical knowledge. With Brett's help, we had an agreement of sale within 3 weeks time!

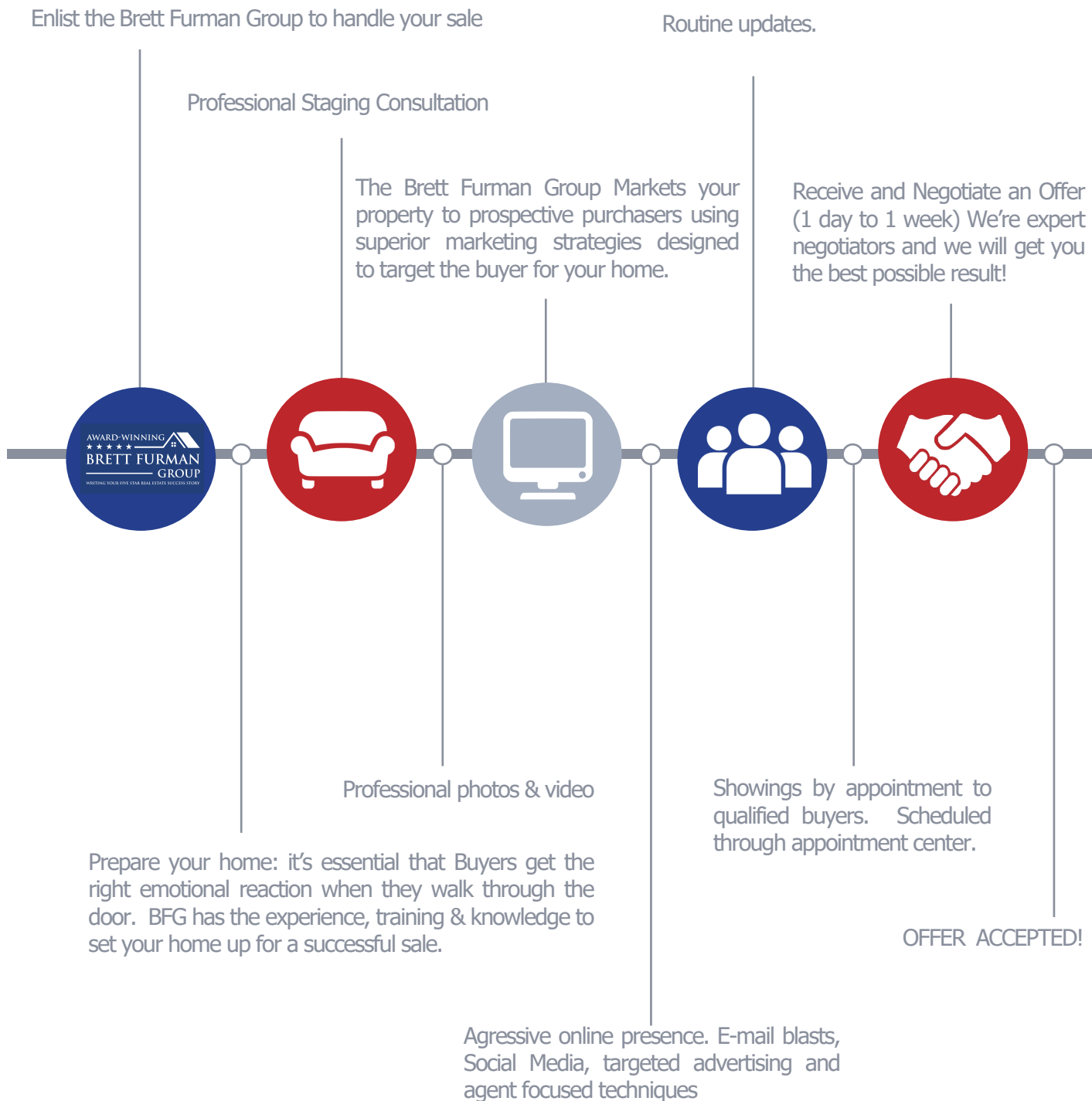
-Jennifer O.

From the first time Brett visited our home we were very pleased with him. He came prepared with comps, information on selling our home, toured our home with interest and took the time to sit down and talk with us while answering all our questions and concerns. He listens to you, cares about your thoughts and feelings and is very easy to talk to. Brett was always very responsive and helped us tremendously every step of the way like a dear friend would. ...

-Nadja Frist

Seller's Timeline

The Brett Furman Group outline to best sell your property



Contracts are signed. Buyers typically provide a 5% deposit.

Loan application (within 7 days)
commitment letter (4-8 weeks)

Appraisal completed .
Any required repairs
completed by sellers.
(30 days +/-)

Municipal inspections. Any
required repairs completed
by sellers.

Prepare for closing
(1-2 weeks)



HOA/condo documents ordered if
applicable (15 days)

Title search (3 weeks)

Final walkthrough of property.
Home to be vacant and broom
swept. Additional keys and
garage openers left.

CLOSING TIME!

Wait patiently as buyer completes
inspections and necessary tests
(10-15 days)

Who Pays What?

Below are some examples of typical closing costs

BUYER

- **Appraisal:** one-time fee for new loan
- **Credit Report:** for loan application
- **Homeowners Insurance:** paid by buyer for re/hazard insurance
- **Home Inspection:** paid by buyer prior to inspection
- **Loan Fees:** origination & processing fees charged by lender
- **Prepaid Interest:** prorated depending on the time of month the loan closes
- **PMI*:** some lenders and loan programs require Private Mortgage Insurance
- **Owners & Lender's Title Insurance:** paid by buyer for inspection
- **Escrow Fee**
- **Property Taxes*:** origination & processing fees charged by lender (reimbursement)
- **Owner's Title Insurance Premium**

BOTH

- **Notary Fees:** buyer & seller will choose which party will pay
- **Recording Fees:** to file legal documents with County Recorder
- **Documentation Preparation:** Legal documents required for the transaction
- **Transaction Fee:** conveyancing tasks to complete the transaction
- **Transfer Tax:** city/county conveyance tax (1/2 each)

SELLER

- **Professional Real Estate Fee**
- **Home Warranty, Existing Encumbrances** (if needed)
- **Homeowners Association (HOA) Dues & Transfer Fees** (if needed)
- **Pest Inspection/Correction:** termite report (if needed)
- **Use & Occupancy Inspection:** township certification for residential resale

This list is an example of typical closing costs. *May depend on time of closing or loan program.

Concierge Service

Access to hundreds of tried-and-true vendors in just about every industry imaginable, including:

- Appliance Repair
- Auction Houses
- Carpets and Flooring
- Chimney
- Closet Organizers
- Decks
- Decorators
- Downsizing & Transition vendors
- Elder Care Financial Planner
- Elder Lawyer
- Electricians
- Geriatric Case Manager
- Gutter Cleaner
- Handymen
- Home Inspectors
- Home Alarm Systems
- HVAC
- Insurance
- Landscaping
- Mold
- Mortgage Representatives
- Movers
- Painters
- Pest Control
- Title Companies
- Window Washers
- and hundreds more...

Public Records & Comparative Sales

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EXPECTATIONS
WITH
PROVEN
RESULTS

