

AL A CARTE REAL ESTATE SERVICES

Your Rate. Your Savings. Your Choice.



301-733-3267

SetYourRateRealEstate.com

MEET OUR TEAM

We're Here To Guide You Through The Process



Bernard W Semler II

REALTOR® / BROKER

Maryland and

Pennsylvania

ATTORNEY

Maryland and Florida



Tina Nash

REALTOR®

Maryland and Florida



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DeHaven

REALTOR®

Maryland and

Pennsylvania

WHAT YOU CAN EXPECT FROM US

Honesty & Integrity

Loyalty & Respect

Responsive & Timely

Expert Guidance

Put our 60 years of collective experience to work for YOU!



A NEW WAY TO SELL A HOME

Sell For As Low As 1% But Never More Than 4%

The Real Estate industry has changed and evolved. Technology has played an enormous part. Gone are the days of print ads and MLS books. And now it is time for you, the seller, to benefit from that advancement.

The founding principles of our company are based on passing these savings on to our clients. We are a one-of-a-kind company that allows you to pick the level of service you want us to provide.

At A Cart Real Estate

Regardless of the level you choose, you become a member of our Client for Life Benefits Program from day one and enjoy world-class service throughout the transaction and beyond.

As your Real Estate professionals, our goal is to get you the highest price in the shortest period of time with the least inconvenience.

Our experience has been that our clients increase their level of exponential success with our Level Three Premium plan!



AL A CARTE REAL ESTATE

Your Choice - Level One Partial - 1% Rate

Level One is for the Seller who wants to play an active role in the day-to-day activities involved with selling their home. This includes dealing with buyer's agents for showings and offers, meeting the inspector/appraiser, and facilitating the transaction to a successful closing.

At Level One Partial - 1% Rate - this is what you receive:

1. First Face to Face meeting includes
 - Tour property
 - Get owner's perspective on unique and special features of the home.
 - Learn about improvements seller has done during ownership.
 - Discuss the sellers' goals.
2. Gathering the facts.
 - Research other homes that have sold in your area in the last six months to provide you with a comparative market analysis (CMA) and assist in establishing a competitive price range.
 - Research property tax information and other relevant information.
3. Second Face-to-Face meeting includes:
 - Review the market analysis
 - Discuss the strategic price range and the personalized marketing strategy for your property
 - Talk about the listing, buyer agency and the benefits of compensating those agents. Explain current market conditions.
 - Present Exclusive Staging on a Dime checklist. "Prepping for Pennies"– tour of your property and discuss the things you can do to make your property shine during showings. This includes little tweaks like minimizing and decluttering and small updates that you could may be able to DIY or easily accomplished with the assistance of an affordable handyman.
4. Prepare and review the MLS Agreement with seller.
5. Capture high-quality images showcasing the property's key features.
6. Add property to the Multiple Listing Service (MLS) to maximize exposure.
7. Advertise on various websites like Zillow, Redfin, Realtor.com * Please note: It takes between 24-48 hours for this information to be uploaded to all sites and is controlled by Bright MLS, a subscription service we pay to be a part of.
8. Update MLS as needed for things like price changes and status updates when contacted by the seller to do so.
9. Access to our Client for Life Benefits from day one and beyond.

AL A CARTE REAL ESTATE

Your Choice - Level Two Prime - 2% Rate

Level Two is for the homeowner who only wants to be responsible for readying the home for showings and leaves every other detail to the Pros.

Level Two Prime- 2% Service Rate - Full-Service Real Estate Transaction:

1. You will receive everything in Level One and the following additional services.
 - Explain Buyer prescreening process
 - Prepare full listing agreement for signatures
 - Review with Seller and get it signed
 - Review necessary disclosure forms for completion and signatures
 - Obtain copy of HOA documentation
 - Verify Interior Room size
 - Install the sign and lockbox if desired
 - Establish Showing Instructions with seller
 - Schedule and host Open House
 - Coordinate showings with sellers and keep track of showing activity
 - Gather feedback and convey to sellers
 - Prepare sellers for what to expect when we receive an offer and the possible scenarios that may occur.
 - Prepare net sheets for any offers and review with seller
 - Assist sellers with negotiating all offers
2. Post Contract services
 - Change property status in MLS
 - Assist seller with documents needed by the closing company
 - Coordinate inspections with seller
 - Explain Buyer's inspection objections to seller
 - Assist seller inspection resolution
 - Coordinate access for appraisal
 - Negotiate any appraisal related repairs/issues
 - Address all lender required repairs and confirm they are completed
 - Schedule for appraiser to re-inspect if needed
 - Assist seller to closing of transaction with things like confirm Clear to Close; coordinate closing time and location; verify title company has all docs; make sure all parties are notified of closing date, time and location; receive and review carefully ALTA settlement sheet; Resolve any last minute issues; and attend closing.
3. Post Settlement Services
 - Remove sign and lockbox and change status in MLS to "Sold"
 - Access to our Client for Life Benefits from day one and beyond.

AL A CARTE REAL ESTATE

To Pay a Buyer's Agent or Not...

This is one of the biggest questions facing a Seller in today's Real Estate market. The reality is that sellers have never had to pay a Buyer's Agent/Representative, and commissions have always been negotiable.

But to understand, we first need to talk about how the Buyer's Agent/Representative came to be. The concept of a buyer's agent in a real estate transaction has evolved significantly over time, becoming an essential part of the property buying process. Traditionally, all real estate agents worked solely for the seller, aiming to obtain the highest price for the property. This practice was standard until the late 20th century when the real estate market began to see changes in response to the growing complexity of transactions and the increasing demand for buyer representation.

The formal recognition of buyer's agents gained momentum in the United States in the late 1990s. This period marked a shift in the industry, with a growing awareness among buyers that they, too, could have representation in real estate transactions, ensuring their interests were protected. This shift was partially driven by the increasing accessibility of real estate listings and online information, allowing buyers to be more informed and involved in the buying process.

State real estate commissions and national associations began to develop standards and laws that defined the role and responsibilities of buyer's agents, differentiating them from seller's agents. These professionals are tasked with representing the buyer's interests, including finding suitable properties, advising on the value and condition of homes, assisting in negotiating price and other terms, and navigating the closing process.

Today, the role of a buyer's agent is widely accepted and often considered vital in the real estate transaction process. They provide buyers with personalized advice, access to a broader range of properties, and negotiation expertise. This evolution reflects the increasing sophistication of the real estate market and the importance of ensuring both buyers and sellers have dedicated representation to advocate for their interests.

Lately, the news has been filled with information about a lawsuit and subsequent settlement directly related to who pays for a Buyer's Agent/Representative. This is very confusing to Sellers and Buyers alike. While the Seller does not have to pay for the Buyer's Agent/Representative, there are benefits to a Seller in paying for one.

AL A CARTE REAL ESTATE

Your Choice - Level Three Premium - 4% Rate

Level Three is designed for the savvy seller, who recognizes the value that a buyer's agent brings. By choosing this level, you can expect increased interest, more showings, and ultimately a quicker sale and smooth transaction process, all of which can significantly enhance your selling experience. However, when it comes to real estate transactions, it's essential to understand the value a buyer's agent brings. While it may seem counterintuitive for a seller to cover the cost of the buyer's agent, it makes sense for several reasons.

First and foremost, having a dedicated buyer's agent can streamline the home-buying process for the potential buyer. A skilled agent can help the buyer navigate the complexities of the market, identify suitable properties, negotiate offers, and handle the myriad of paperwork involved in a real estate transaction. By ensuring that the buyer is well taken care of, you can expedite the sale process and potentially secure a better offer.

Additionally, covering the cost of the buyer's agent can attract more potential buyers to the property. Many buyers prefer to work with an agent, and if you are willing to pay for this service, it can make the property more appealing and competitive in the market. This can lead to increased interest, more showings, and a quicker sale. Furthermore, by paying for the buyer's agent, you demonstrate goodwill and a willingness to facilitate a smooth transaction. This gesture can set a positive tone for negotiations and create a sense of trust and cooperation between the parties involved. Ultimately, a satisfied buyer is more likely to close the deal, leading to a successful sale for YOU!

In conclusion, while it may seem unconventional, covering the cost of the buyer's agent can be a strategic and advantageous move for you in a real estate transaction. By recognizing the value a buyer's agent brings and investing in a positive buyer experience, you can increase your chances of a successful sale and a smooth transaction process.

The even bigger issue to remember is that many buyers need the extra funds to pay for a Buyer's Agent/Representative on top of their down payment and closing costs. The 2023 Profile of Home Buyers and Sellers showed that 32% of all the homes sold in 2022 went to first-time Buyers. Traditionally, this was not an expense a Buyer had saved for. Offering a Buyer's Agent/Representative incentive is a way to bring those Buyers back to the playing field.

The real estate landscape is changing, and Set Your Rate Real Estate's goal is to provide you with the knowledge and guidance you need to choose the rate that works best for you!

CLIENT FOR LIFE BENEFITS PACKAGE

From Day One and Beyond

Our Client For Life benefits package is one of the things that sets us apart from the others. Our goal is to be your go-to source for all things real estate and beyond.

From referrals for local resources and service providers to By appointment, free notary service, free fax, and free scan to email. And little pop-by goodies at various times during the year. Plus, we promise to provide that same world-class service to all your referrals.

We want to be your trusted favorite Real Estate Professionals. Not only in Maryland but also in Pennsylvania and Florida.

Let's Connect



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You can also find us on:

