

Listing Agent Comparison Worksheet

Courtesy of:
Steve Hatfield, Realtor, ABR, CRS, e-PRO
 steve@homemoves.com www.HomeMoves.com

Professional Qualifications...

	Steve Hatfield Realtor, ABR, CRS, SFR, e-PRO	Other Agent
1) Has been a licensed Realtor for a minimum of 10 years?	Yes, over 20 years	
2) Is a full time Realtor (Tip...Never work with a part time agent!)	Yes, full time since 1987	
3) Is a CRS (Certified Residential Specialist)	Yes	
4) Has sold over 100 MILLION dollars in residential real estate over the years	Yes	

Marketing Services Available...

	Steve Hatfield Realtor, ABR, CRS, SFR, e-PRO	Other Agent
1) MLS Listing Enhancement with multiple photos (HIGH QUALITY) & virtual tour	Yes	
2) Guaranteed top placement on Realtor.com + multiple photos, virtual tour, detailed list of features	Yes	
3) Virtual Video Tour posted on many highly trafficked web sites	Yes	
4) Your home with virtual tour & detailed list of features posted on the following web sites: HomeMoves.com PlymouthMIHomes.com Steve-Hatfield.com DearbornHomes.com Redford MIHomes.com DearbornMIHomes.com CantonMIHomes.com RealEstateDearbornMI.com LivoniaMIHomes.com DearbornCondos.com DearbornMIRealEstateBlog.com	Yes	
5) Virtual tour of your home posted on You Tube	Yes	
6) Internet marketing: www.Century21.com	Yes	
7) Internet marketing: www.Century21CC.com (Our company web site)	Yes	
8) Your home listed on hundreds of web sites via IDX (Internet Data Exchange) including web sites like Re/Max.com, RealEstateOne.com, Prudential.com, Remerica.com and many others	Yes	
9) Your home frequently advertised on Craigslist.org (approximately 4-8 times a month)	Yes	
10) Outside information box with custom home flyers	Yes	
11) Custom printable online flyer	Yes	
12) Notification of all showings + an online interface to track your home showing feedback	Yes	
13) Color tri-fold in-house brochures	Optional	
14) Tent card marketing – “The Silent Salespeople”	Optional	
15) Instant Text Message Home Information System	Optional	

Note: Some services are dependant on third parties. As a result, some services may be withdrawn without notice. Contact Steve Hatfield to confirm all currently offered home marketing services.

Great Service, Great Marketing
+ Over 20 Years of Experience!

Steve Hatfield
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 CENTURY 21 Curran & Christie
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★ “You were terrific to work with. We chose to work with you because of your professionalism, your team effort, and your marketing plan that took into consideration the tough economic atmosphere in which we needed to sell our house.

★ You did a great job with our listing in terms of description and photos, and additional effort to post on Craig's List several times. You coached us well along the way and helped us to be fully prepared for the closing. We are happy to recommend your services to others.”

★

★

Richard and Barbara Thomas, Sellers

Serving your real estate needs in Dearborn, Dearborn Heights, Livonia, Canton, Plymouth, Garden City, Westland, Redford, Northville, Novi, Farmington Hills, Allen Park, Southgate + more downriver communities since 1987