

# Listing Agent Comparison Worksheet

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

## Professional Qualifications...

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

## Marketing Services Available...

	<b>Steve Hatfield</b> Realtor, ABR, CRS, SFR, e-PRO	Other Agent
1) MLS Listing Enhancement with multiple photos (HIGH QUALITY) & virtual tour	<b>Yes</b>	
2) Guaranteed top placement on Realtor.com + multiple photos, virtual tour, detailed list of features	<b>Yes</b>	
3) Virtual Video Tour posted on many highly trafficked web sites	<b>Yes</b>	
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	<b>Yes</b>	
5) Virtual tour of your home posted on <b>You Tube</b>	<b>Yes</b>	
6) Internet marketing: www.Century21.com	<b>Yes</b>	
7) Internet marketing: www.Century21CC.com (Our company web site)	<b>Yes</b>	
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	<b>Yes</b>	
9) Your home frequently advertised on Craigslist.org (approximately 4-8 times a month)	<b>Yes</b>	
10) Outside information box with custom home flyers	<b>Yes</b>	
11) Custom printable online flyer	<b>Yes</b>	
12) Notification of all showings + an online interface to track your home showing feedback	<b>Yes</b>	
13) Color tri-fold in-house brochures	<b>Optional</b>	
14) Tent card marketing – “The Silent Salespeople”	<b>Optional</b>	
15) Instant Text Message Home Information System	<b>Optional</b>	

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 As a result, some services may be withdrawn without notice.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**  
 Realtor, ABR, CRS, SFR, e-PRO  
 CENTURY 21 Curran & Christie  
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 Web: www.HomeMoves.com

★ “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