



TRANSACTION MANAGEMENT AND MARKETING SERVICES GUIDE

Your guide to services offered and the
Transaction Coordinator - Agent
relationship

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About Us

Pixels and Paper is a premier Digital Marketing and Transaction Management Company based out of Gainesville, FL. Our goal is always to provide our clients with the highest level of customer service as we help provide professionalism and efficiency to your real estate transaction.

MISSION

We aim to take as much stress as possible out of the real estate transaction process for our agents so that they can focus on their one thing: Selling homes.

VISION

Through constant open communication and a detailed transaction management outline we seek to keep our agents as hands off as possible while still being fully in the loop.



TC Services Offered

Note: We recognize that each agent tends to have a different process for coordinating transactions with varying steps and levels of interaction. The services below are meant to be an outline of our typical transactions but we like to tailor our services to best fit into your business.

Seller Side Services

- Creation of Opportunity in Command as soon as you go Under Contract
- Introduction Email to all parties involved in the transaction to keep them aware of the Transaction Coordinator role as well as to summarize all pertinent details for the transaction including key dates and requirements.
- Coordinate all necessary inspections (general, 4 point, WDO, and wind mitigation) through either your preferred provider or our network of local professionals.
- Schedule a survey if necessary
- Check in with lender to ensure they ordered the appraisal one week after under contract
- Follow up with buyer to ensure escrow deposit has been made.
- Creation of addendums on an as-needed basis throughout the transaction.
- Check-ins with agent before key dates and windows for inspection and loans.
- (Con't on next page)

TC Services Offered

- Submission of all required documentation and commissions through Command
- Conferring with escrow holder 1 week before closing to ensure release of funds to title company (if not holding funds themselves)

Listing Side

- Introduction Email to all parties involved in the transaction to keep them aware of the Transaction Coordinator role as well as to summarize all pertinent details for the transaction including key dates and requirements as soon as you accept an offer.
- Follow up with buyer and ensure escrow deposit
- Coordinate document compliance in Command
- Arrange a survey if needed
- Verify inspection dates with the seller to ensure availability.
- Check on buyer's loan approval
- Schedule the closing with sellers with availability options from the title company

What We Need In Order to Be Successful with You

Initial Start Up

Transaction Management Expectations Consult

- We strive to provide you with the level of care that you expect throughout your transaction, so we like to discuss what you are expecting from a TC right out of the gate so that we are all on the same page.
- In this meeting we breakdown what we typically do over the course of your transaction so that you know what to expect, as well as add or edit any steps that you find important to your business.

Login Credentials - KW Command and Dotloop/Docusign

- Having this information allows us to stay in the loop with your transaction as well as execute steps on your behalf throughout your transaction.

Your Preferred Partners

- We need to know who you want to use for your partners throughout the transaction. Who do you use for Inspection, Title, Lending, Photography, etc.
- If you do not have an established provider or found them to be unavailable, we maintain a list of trusted service providers that we can recommend as well.

What We Need In Order to Be Successful with You

Each Transaction

Transaction Notification

- On the Selling side we ask that you notify us as soon as you go Under Contract so that we can coordinate your deal in a timely manner. At this time we will need the Executed Contract as well as contact information for your clients if that is not already recorded in Dotloop/DocuSign/Command.

Transaction Startup Conversation

- After we have drawn all of the relevant transaction information from the Executed Contract we like to have a quick check in call to confirm the details, address any missing information, and get any recent updates that may have occurred before making initial contact with your clients and partners involved.

Transaction Coordination Pricing

TC Services are provided for \$300/transaction with no commitment

- Our services are deducted directly from your DA and are billable to your client through increasing the mandatory KW Brokerage Fee.
- We do not charge for transactions that end up falling apart, we only get paid when you do. The only exception is a \$100 charge after the same transaction has fallen apart more than 3 times.
- We offer a double-side discount for agents representing both sides of a deal - rather than charging the buyers agent \$300 and the listing agent \$300, the agent representing both only has to pay \$500.

Marketing Services and Pricing

Marketing Services

To see our marketing work and get a feel for what each marketing piece looks like, please visit our website at www.pixelsandpapergnv.com

Social Media Graphics

- Individual - \$10
- Just Listed/Sold/Closed 3-pack - \$25

Print

- Flyer - \$35
- 2-Sided Flyer - \$50
- Postcard - \$25
- For Sale Yard Signs - \$50
- Newsletter - \$100

Branding

- Email Signature - \$40
- Business Card Design - \$40
- Facebook Cover Page - \$15
- Personal Branding Social Post - \$15
 - Choice of either an Introduction to Real Estate post or a graphic reflecting your recent market statistics
- Logo Creation - \$300



Marketing Packages

Listing Package - \$85

- 8.5"x11" Listing Flyer for print or digital use
- 3 Social Media Graphics - Coming Soon, Just Listed, and Just Sold
- Open House Postcard
- Custom Listing Landing Page in Command
- Custom QR Code linking to Listing Landing Page or your KW App

Agent Branding Package - \$100

- Email Signature
- Business Card Design
- Facebook Cover Page
- Personal Branding Social Post

Local Expert Package - \$300

- 2 Client Review Highlights
- 2 Market Statistic Updates
- 4 Assorted Coming Soon, Just Listed, and Just Sold Graphics
- 2 Home Value/Maintenance Graphics
- 2 Local Event Highlights

