

Join us in

# REINVENTING REAL ESTATE

Charles Reed  
Attorney at Law  
Real Estate Closings

We have taken 20 years experience in Real Estate Law,

Combined it with  
**STATE OF THE ART TECHNOLOGY**  
for small businesses,

Added a large dose of Creativity,

And have developed a new, team-based approach to Real Estate Closings.

**Our Focus** — Delivering an unprecedented level of closing services to home buyers and sellers, which will:

- ◆ Help **YOU** get listings and get those listings **SOLD** (see examples at right and below)
- ◆ Ensure that each closing goes smoothly
- ◆ Create more satisfied clients and sources for future referrals

All of this is part of our standard closing service, at no additional cost to you or to the sellers.

Charles Reed, Attorney at Law  
Real Estate Closings

Telephone: (615) 365-4014  
Email: Charles@TitleXpress.com  
Fax: (615) 365-3978

325 Plus Park Blvd, Suite 203  
Nashville, TN 37217

**Your Name**



I began my first job in the real estate business in 1977, working as a receptionist, and worked my way to a position as an office manager. I am now a full-time Affiliate Broker serving Nashville and its surrounding counties. I am good at what I do, and I enjoy it!

I have received several awards for top sales and professional excellence in other areas, but my professional experience grows with hands-on work with each individual client. Each client is different, every situation is different and I am totally committed to finding just the right home—or buyer—for you!

**Email:** email@realtracs.com  
**Mobile:** (615) 555-1574  
**Office:** (615) 555-9010  
**Fax:** (615) 555-3978

**My clients are happy clients, because I love my job!**

**Member**

- Realtors Million Dollar Club for excellence in sales
- Nashville Board of Realtors
- Tennessee Association of Realtors

**Certificate Holder**

- HUD Housing
- VA Housing

**Marketing Strategy Specialist**

- Technology Education

Greater Nashville Association of Realtors Award of Excellence

**Property Address (Your Listing)**

MLS #: 626853  
Price: \$277,900  
Beds: 3  
Baths: 2.0  
Sq. Ft.: 1802  
County: Davidson




See floor plan on next page.

Please forward this document to anyone who might be interested in this or any other property.

**Your Name, Listing Agent**  
Email: email@realtracs.com  
Mobile: (615) 555-1574  
Office: (615) 555-9010

See 12 x 37 deck  
Large fenced yard  
Large master suite with vaulted ceiling

See kitchen with custom cabinetry  
New lighting  
New windows

See floor plan on next page.

**Property Address (Your Listing)**

**Floor Plan**



- Large master suite with vaulted ceiling
- New lighting
- New windows
- New deck

Square Ft.: 1802  
Year Built: 1992  
Lot Size: 96' x 130'

**Kitchen**



New kitchen with custom cabinetry  
Large fenced yard

Elementary School: FAIR GREEN  
Middle School: J.T. MOORE  
High School: HILLSBORO

MLS # 626853

Please forward this document to anyone who might be interested in this or any other property.

You are personally invited to see a live and interactive PowerPoint presentation of **REINVENTING REAL ESTATE** at a time and place of your convenience, to see how this innovative system can transform the way you do business.

We look forward to meeting with you soon.

## You know that Real Estate is hard work.

Not only do you have pages and pages of paper work to complete and dozens of details to confirm for each closing, but everything from the Buyers' qualification for a mortgage, to the value of the home, to its inspection has to be approved by people you probably do not even know, but upon whom your paycheck depends!

And if everything eventually works out, you'll get paid at the Closing—whenever that happens to be. But if anything goes wrong, where are those fingers pointing?

## There is a better way. A much better way.

At the Law Offices of Charles E. Reed, we represent Sellers & Buyers at the Closing. But our services begin before the contract is even signed, & before you even have a listing or a Buyer. We call our services Reinventing Real Estate, & we are definitely not "Business as Usual."

Reinventing Real Estate combines 20 years of legal experience with state of the art technology (and a large dose of creativity) for an entirely new & revolutionary approach to Real Estate:

**We integrate your entire Real Estate practice, from marketing your services to Home Buyers & Sellers, to marketing your listings, to writing contracts, to completing disclosures & other paper work, to confirming all of the details of the Closing, to preparing your Clients for the Closing.**

And in the process, we eliminate most of the paper chase & telephone tag that consumes so much of our time & energy.

## So that you can focus on what you do best-Selling Real Estate!

These innovative services would be cost-prohibitive if you had to pay for them—you don't, and neither do your Clients. **We only charge the standard Closing Fees for our services, which are made possible by working with you & your Clients as an efficient Team.**

To be a member of the Reinventing Real Estate Team you will need to have certain technical skills. But even if you don't know the difference between a Hard Drive & an Optical Drive, we will help you quickly learn what you need to know . . . so long as you have the only drive that matters—the drive to succeed!

Reinventing Real Estate relies on the efficiency of cooperative teamwork and utilizes flyers, forms & guides which we created with our advanced software, as well as the contracts, forms & disclosures required by The Realty Association. All of these documents, which are discussed in more detail on the following page, are in the Adobe PDF format, giving them extremely useful qualities as outlined in the chart at right.

### Qualities of Adobe PDF Documents

- They can be viewed on any computer that has installed the free Adobe Reader (the latest version is Reader 7.0), in the precise layout in which they were created.
- They are in color when viewed on a computer monitor, and can include high quality color photographs and other graphics such as floor plans & maps.
- They can easily be sent as email attachments, and then saved on the recipient's computer, forwarded to anyone else, or printed in color or in black & white.
- The contract & other forms include our advanced data entry programming, allowing you to complete all of your paper work with just a few lines of text & a few clicks of your mouse.
- All of these documents can be saved on your personal computer, burned on a CD for portability, or best of all—saved on a USB Flash Drive (about the size of a cigarette lighter) for maximum versatility.

## Marketing your services and your listings:

We create two customized flyers about your services with your photograph, contact information, & whatever biographical or other information you wish to include, one geared towards Buyers & the other geared towards Sellers. You can then email these flyers to any prospects, & encourage them to forward them to anyone else they think might be interested in your services.

**When you have a listing, we do the following:**

- ➔ We take outside and indoor digital photographs of the Property (digitally enhanced to present the Property to the best possible effect) that are appropriate for posting to the MLS. Since a picture is worth a thousand words, we want to be sure that the photographs of your listing convey the right message to potential Buyers, as well as to your Sellers.
- ➔ Our staff also creates a floor plan of the Property, provided the Seller (with your assistance as necessary) gives us the necessary measurements and rough drawings, supplemented when possible by any available appraisals or blue prints of the Property.
- ➔ We then create a promotional flyer of the Property, incorporating the digital photographs & any applicable floor plan. Just as with your personal flyers, you can email these promotional flyers to prospective Buyers or Buyers' Agents, & encourage them to forward them to anyone else they think might be interested in your listing.

## Automated forms:

We have collected all of the Realty Association forms that you would need for a standard residential real estate closing, and connected them to a single data-entry form.

All of the information that you enter in this data-entry form, such as the Property Address, is then automatically transferred to every line in every form in which this same information needs to be inserted.

**Every member of Reinventing Real Estate receives a custom version of these forms, with your name & contact information already printed in every form, as needed.**

Your custom version of these forms will also include your custom "logo" (which Adobe calls a "stamp"), with your name, contact information, photograph & other information prominently printed on every form, turning every form into another marketing channel for your Real Estate services.

## Verification and confirmation of the details of the Closing:

To accomplish this conveniently, quickly and efficiently, we have created special PDF forms that are emailed to the party we represent (the Buyers &/or the Sellers), as well as to the professionals we are working with (the agent(s), the mortgage broker or lender, the insurance agent, & the other title company if it is a split closing).

**The recipient of our special emailed forms only has to click on a few buttons and type a few lines of text, as appropriate, in order to relay the appropriate information back to us.** Once we have verified and confirmed this information, we can then insert it into the appropriate forms, & relay it on to whoever else needs it.

## Informing your Clients:

**What do your clients need to know in order to understand the entire home buying and selling process? How can they understand all the details which come together at the Closing? We have created two Guides to give Buyers and Sellers all the information they need to understand the Closing, reducing the stress and anxiety for everyone.**

The first Guide informs Home Buyers & Sellers of their rights & obligations under the Property Disclosure Act, & explains the connection between the Property Disclosure Form & Home Inspections, the Inspection Contingency in the contract, & FHA Appraisals. This Guide is accompanied by a brief Legal Analysis of the Property Disclosure Act for Real Estate Agents, explaining the importance of giving your Clients a copy of the Guide in order to ensure that you have complied with the law.

The second Guide explains the various elements involved in producing a successful Closing, from the personal information of the Home Buyers & Sellers to Property Taxes, mortgages, PUDs & Condos, Title Insurance, the Termite Letter, Home Warranties, Home Owners Insurance, Flood Insurance & the Appraisal, along with a sample HUD with explanatory labels.