

Goal

STRATEGY

A STRESS-FREE GUIDE TO SELLING YOUR HOME

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THE PROCESS AT A GLANCE



MEET WITH YOUR REAL ESTATE PROFESSIONAL



ESTABLISH A PRICE



PREPARE YOUR HOME FOR THE MARKET



LIST HOME FOR SALE



OFFERS AND NEGOTIATIONS



GO UNDER CONTRACT



FINAL DETAILS



CLOSING!

SELLING FACTORS



SELLING FACTORS

THE FORMULA FOR A SUCCESSFUL HOME SALE

FACTOR 1 *condition & prep*

It is important to have your home ready for market on day one. We will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 2 *pricing*

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings. A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

Through a competitive market analysis, we'll help you find the pricing sweet spot for your home.

FACTOR 3 *marketing*

With our internet presence, social media expertise, and professional home brochures, we are dedicated to enhancing exposure to your home. We offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers through targeted networking and reverse prospecting.

MARKETING

ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING, all of which contribute to the success of getting your home seen by the most potential buyers, and selling faster and for more money than the competition.

COMMUNICATION

We communicate with you through every step of the process. Diligently sharing feedback from showings, following up with buyers agents after viewing the home, and calling weekly to discuss the progress from the previous week.

ENHANCING YOUR HOME

*"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."*

It can be a little overwhelming when preparing your home for the market, but it is so important because **first impressions are everything!** You want your home to make a positive statement and to do this you must inspect your home through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.

CLEAN YOUR HOME AND DECLUTTER

After giving your home a good deep cleaning, consider sorting through clutter and tossing out or donating any unwanted items.

CONSIDER HAVING A PRE-LISTING HOME INSPECTION

This is optional, but having a pre-listing inspection can help you resolve any major issues and have a better idea of what to expect during inspection negotiations.

MAKE ANY NECESSARY REPAIRS

Even if you don't opt for a pre-listing inspection, it's still a great idea to go ahead and make any repairs that might deter a buyer away from your home.

NEUTRALIZE YOUR HOME

Consider neutralizing your home by painting your walls a neutral color and removing any distracting elements of your decor.

NEUTRALIZE ANY ODORS

The presence of foul odors can instantly turn potential buyers away from your home. This includes pet odors and cigarette odors.

preparing to list

ENHANCE THE AESTHETIC APPEAL

It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

01

EXTERIOR

- Wash or paint the home's exterior
- Add a fresh coat of paint to the front door
 - Keep the lawn mowed
 - Keep the lawn free of clutter
- Weed and mulch garden beds
- Clean interior and exterior windows
- Apply fresh stain to wooden fences
- Re-sealing an asphalt driveway.

02

INTERIOR

- Depersonalize everything, excessive decorations & furniture
 - Replace or deep clean carpets
- Get rid of clutter and organize and clean out closets
 - Give a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
 - Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

03

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint seriously helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO
- If you can't paint the entire home, paint the trim. This is a relatively simple and provides plenty of pop
- Replace any brass fixtures and hardware with brushed nickel or black matte- This can quickly give a home an updated look

DIY STAGING TIPS



- Open all of the blinds and remove all curtains
- Add new fluffy white towels to all of the bathrooms (large towels and face towels)
- Remove area rugs (unless discussed)
- Replace any brass fixtures and hardware with brushed nickel or black matte- I can recommend new chic, inexpensive lighting fixtures and hardware
- REMOVE AIR FRESHENERS! Clean Is the best scent - deep clean like you've never cleaned before, including the stove, fridge, and microwave
- Clean out and organize All closets- this will help the storage space appear larger
- De-clutter everything - *Have a designated basket you can use for random things lying around and then take it with you when you leave! *Put toiletries away and remove clutter from countertops*
- De-personalize your home- One of the primary objectives of home staging is to help prospective buyers visualize the space as their own (also for security reasons). Take down any photos of you or your family and store in the back of your closet
- Buy a new welcome mat for the front door, and a bright and colorful wreath
- White or neutral bedding, with more pillows. Give your bedrooms a facelift. and create a more inviting space. The more pillows throughout your home, the better!
- Use a Magic Eraser on all doors and windowsills

STAGING SOLUTIONS

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

I have excellent relationships with home stagers who are available to provide furnishings for existing homes in order to help buyers see the potential of each individual home.

83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

*Statistics from the National Association of Realtors® Research Group, 2019

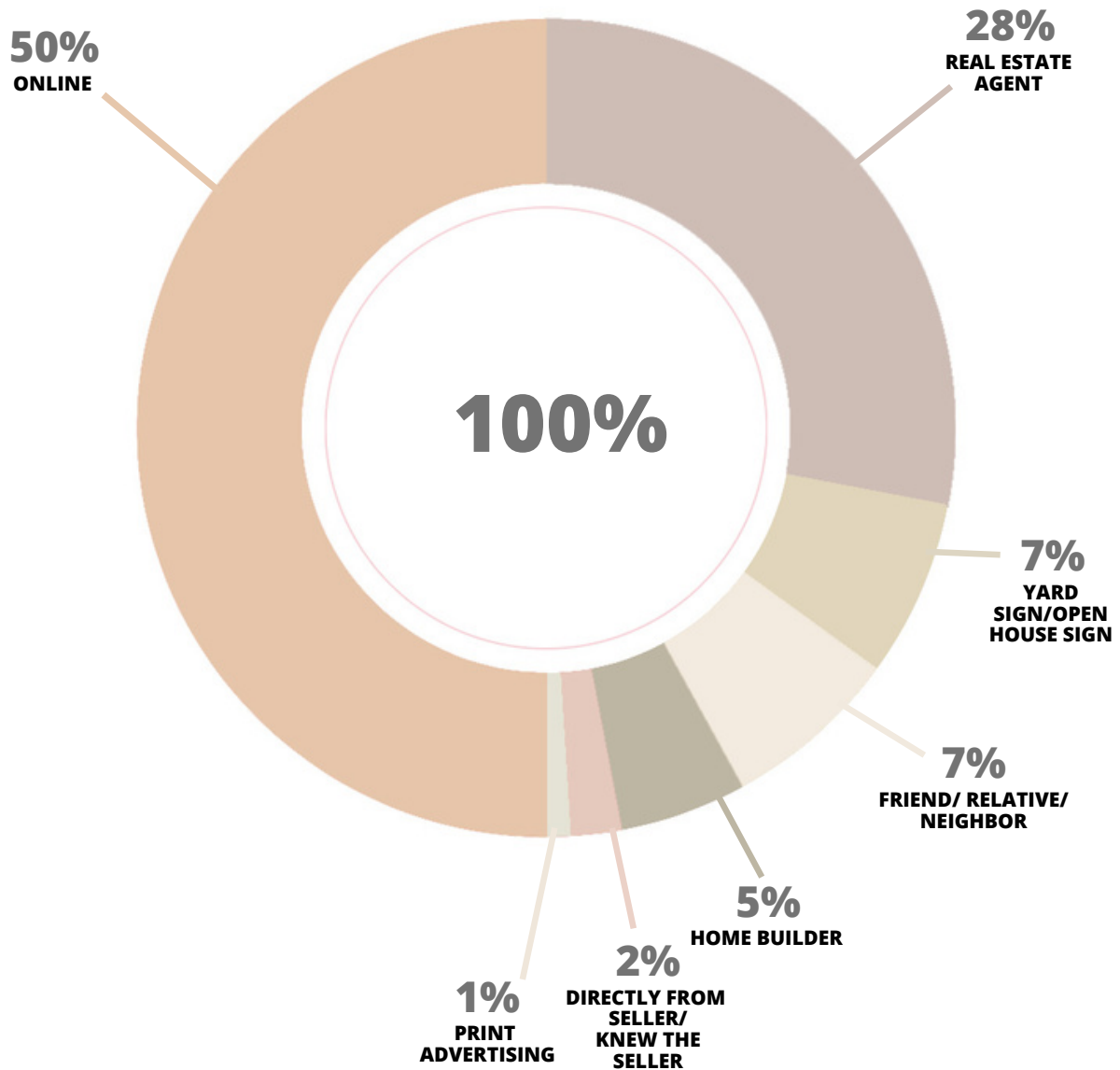


VIRTUAL STAGING

Virtual Staging is an innovative marketing solution that uses technology to place stylish furnishings and decor into a vacant property. This technique has increased traffic on our vacant listings by creating a more attractive and inviting space, while helping buyers visualize size and furniture placement.



WHERE DO BUYERS *find their home*



PROFESSIONAL PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE, which is why it is crucial to have high quality, attractive photos of your home showcasing the best qualities and features of your home and stand out from the competition. We have talented professional photographers who will capture your home in the very best light.

NEVER LET YOUR AGENT SKIMP ON PROFESSIONAL PHOTOS AND POST PHOTOS TAKEN WITH A CELL PHONE ON THE MLS.



PROFESSIONAL PHOTOGRAPHY

We work with the most talented real estate photographer in the area. Every one of our listings features a professional photo gallery optimized for both internet and print. High quality images are taken from the most attractive angles in order to capture every highlight of the property.



AERIAL PHOTOGRAPHY

Using aerial photography allows us to give buyers a “feel” for a property. It also allows us to capture the true shape, size and layout of a home, while showcasing prospective views and highlighting a property’s location.



VIDEO TOURS

The modern customer wants to see the product in action. **Video marketing is one of the most powerful tools in real estate today.** The use of video to promote and market your community increases engagement on your digital and social channels, as well as educates and reaches your audience with the customer preferred medium.

MARKETING

THAT DRIVES RESULTS

SOCIAL MEDIA

Social media, primarily Facebook, Instagram and LinkedIn, is an essential tool to reach buyers, agents and the community to increase awareness. Using paid targeted ads, as well as organic reach, we can effectively and cost efficiently reach a large audience.



TARGETED NETWORKING

We have strong and long-lasting relationships with the local real estate community. From emailing flyers, local office visits and presentations at office meetings to realtor specific targeted Facebook marketing, *our goal is to stay top of mind.*

THIS AGENT NETWORK IS KEY TO CONNECTING BUYERS WITH YOUR HOME AS 88% OF RESIDENTIAL SALES INVOLVE REAL ESTATE AGENTS.

REVERSE PROSPECTING

DID YOU KNOW?

MOST AGENTS DON'T PROACTIVELY LOOK FOR HOMES FOR THEIR CLIENTS.

We use a feature in our MLS where agents set up a home search for their clients. When a home matches any of their client's criteria, the listing is emailed to the agent & client. We are always pulling updated lists of agents who have clients that match a particular community and staying in touch through emails, texts, calls and Facebook messages.

COMING SOON

Research and data show that properties marketed as “coming soon” tend to sell faster than MLS listings that never receive “coming soon” promotion. We will promote your listing as "coming soon" on the multiple listing service (MLS) and through social media.

OPEN HOUSES

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.



maximum exposure



Instagram



GET FEATURED

Your home will be featured on the top home search sites, on social media and syndicate it to over 700+ other sites.

!

pricing strategy

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly. If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks. If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. This is due to the fact that the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.

PRICING A HOME COMPETITIVELY

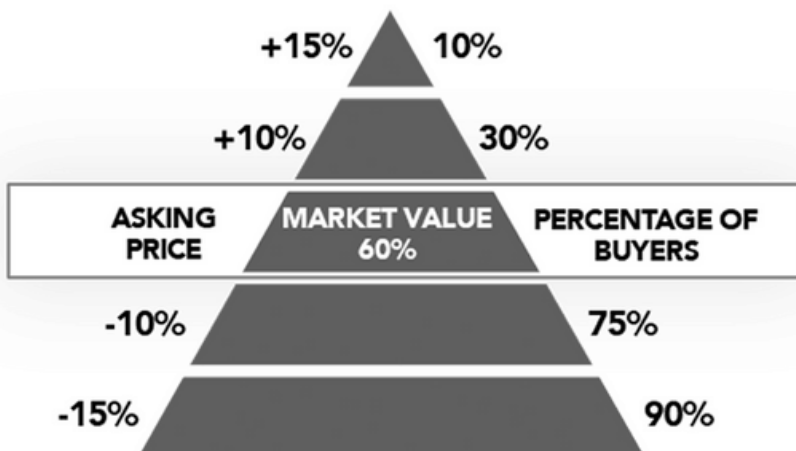
It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

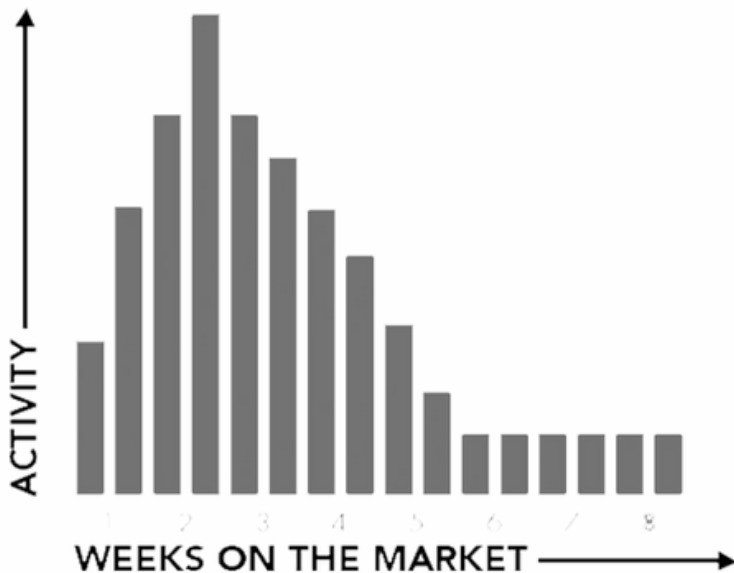
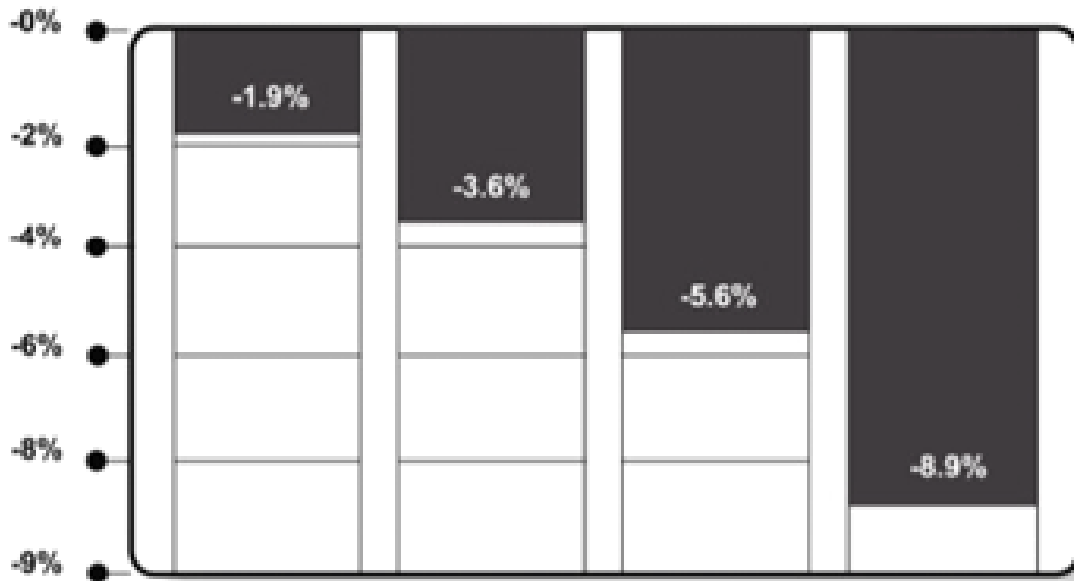


The centerline represent market value. As you move above market value, you attract a much smaller percentage of prospective buyers, greatly reducing your chances of a sale.

Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

THE PITFALLS OF OVERPRICING

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market:



This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve. Starting too high and dropping the price later misses the excitement and fails to generate strong activity.

Overpricing your house in the belief that you can reduce the price back later is a strategy that can backfire badly. For instance, if prices are lowered, buyers may wonder if there's something wrong with the property that kept other buyers away. So to keep from selling your property at below market value and from wasting valuable time, don't fall into the overpricing trap.

showing tips

A FEW TIPS TO HELP YOUR HOME SHOWINGS GO AS SMOOTHLY AS POSSIBLE

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up and daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible. Remove all air fresheners- the best smell is CLEAN.

FURRY FRIENDS

Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



home INSPECTIONS

WHAT IS INCLUDED

ROOF & COMPONENTS

EXTERIOR & SIDING

BASEMENT

FOUNDATION

CRAWLSPACE

STRUCTURE

HEATING & COOLING

PLUMBING

ELECTRICAL

ATTIC & INSULATION

DOORS, WINDOWS & LIGHTING

APPLIANCES (LIMITED)

ATTACHED GARAGES

GARAGE DOORS

GRADING, DRAINAGE & ALL STAIRS



FAQ

INSPECTION TIME FRAME

TYPICALLY 10 DAYS AFTER SIGNING CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 5
DAYS

COSTS

NO COST TO THE SELLER. THE BUYER WILL
CHOOSE AND PURCHASE THE INSPECTION
PERFORMED BY THE INSPECTOR OF THEIR
CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE
USUALLY ONE OF THE TOP REASONS A SALE
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE

FOUNDATION, ELECTRICAL, PLUMBING, PESTS,
STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

HOME SELLER FAQ

HOW LONG WILL IT TAKE TO SELL MY HOME?

The length of time on the market will depend upon the market at the time of listing, and whether the home is priced realistically and at market value. Our goal is to get you the highest price the market will bear, in the shortest time possible. On average, a home that is priced right goes under contract in 30-60 days.

HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present. We typically use a lockbox that allows the buyers' agents to access your home. This code is only given out to the agents. If you have pets, it is best to also remove them during showings.

WHAT DO I NEED TO DISCLOSE?

You must disclose any issues right up front. Not disclosing known Issues can lead to legal ramifications. Further, the buyers have the option to inspect the home (depending on their terms), so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, etc. these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. *Anything that cannot be remedied before listing should be considered when setting your list price.*