a home sellers guide

SOLD

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ABOUT *us*

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YOUR HOME MATTERS

WE BELIEVE IN GOING **ABOVE AND BEYOND** TO PROVIDE TOP TIER SERVICE & AND EXCEPTIONAL CLIENT EXPERIENCE.

IN ONE OF THE MOST FIERCELY COMPETITIVE MARKETS GLOBALLY, PARTNERING WITH AN EXPERIENCED AND WELL-CONNECTED REAL ESTATE TEAM ISN'T MERELY BENEFICIAL; IT'S CRUCIAL. OUR INSIGHTS ON TRENDS, ACCESS TO A PRESTIGIOUS NETWORK OF TOP AGENTS, AND INNOVATIVE TOOLS PROVIDE CLIENTS WITH A SIGNIFICANT ADVANTAGE, LEADING TO GREATER FREEDOM AND EMPOWERMENT.

WE ARE COMMITTED TO OUR SERVICES. WITH OUR UNIQUE TRANSACTION EXPERTISE AND INNOVATIVE MARKETING STRATEGIES, WE ASSIST YOU IN EFFECTIVELY POSITIONING YOUR HOME FOR SALE RATHER THAN MERELY PLACING A SIGN IN YOUR YARD. OUR REAL ESTATE SERVICES PRIORITIZE THE NEEDS OF OUR CLIENTS. WE HAVE ESTABLISHED KEY INDUSTRY ALLIANCES AND EXCEL IN NEGOTIATION. WE FOCUS ON HELPING YOU SHOWCASE YOUR HOME FOR SALE WHILE ENSURING WE MAINTAIN OUR COMPETITIVE EDGE THROUGH EXCEPTIONAL SERVICE AND TOP-NOTCH CONCIERGE OFFERINGS FOR OUR CLIENTS.

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the PROCESS

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THE HOME SELLING *process*

STEP 1

MEET WITH YOUR AGENT

- DISCUSS YOUR NEEDS
- RESEARCH MARKET ANALYSIS
- SET A COMPETITIVE LIST PRICE
- SIGN LISTING AGREEMENT

STEP 2

PREPARE TO LIST

- KW THRIVE CARD PROPERTY PREP
- DEEP CLEAN & DECLUTTER
- MAKE NEEDED REPAIRS FOCUS ON CURB APPEAL
- STAGE HOME

STEP 3

IMAGERY

- PROFESSIONAL PHOTO SESSION
- PROFESSIONAL VIDEO SESSION
- PROFESSIONAL DRONE SESSION
- PROFESSIONAL FLOOR PLANS

STEP 4

MARKETING

- ONLINE MARKETING
- SOCIAL MEDIA
- SIGNAGE
- FLYERS
- AGENT SPHERE AND ADD TO MLS

STEP 5

SHOWINGS

- ENSURE HOME IS READY FOR SHOWINGS
- RECEIVE FEEDBACK FROM AGENTS
- SCHEDULE OPEN HOUSES
- ACCOMMODATE AGENT SHOWINGS
- ANSWER AGENT QUESTIONS

STEP 6

RECEIVE AN OFFER

- EACH OFFER IS PRESENTED AND WE WILL DISCUSS THE BENEFITS & RISKS OF EACH OFFER

STEP 7

NEGOTIATE

- MOST OFFERS REQUIRE NEGOTIATING EITHER BEFORE OR AFTER INSPECTIONS. I WILL NEGOTIATE ON YOUR BEHALF.
- YOU CAN ACCEPT, COUNTER, OR DENY AN OFFER

STEP 8

INSPECTIONS & APPRAISAL

- WE WILL WORK WITH THE BUYER'S AGENT TO COORDINATE ANY ADDITIONAL INSPECTIONS & APPRAISAL. THESE ARE BOTH ORDERED BY THE BUYERS

STEP 9

REPAIRS

- LIKELY SOME SMALL REPAIRS WILL NEED TO BE MADE AFTER INSPECTIONS.
- REVIEW MY LIST OF RECOMMENDED VENDORS IF NEEDED

STEP 10

CLOSING

- FINAL WALK-THROUGH BY BUYER
- SIGN CLOSING DOCUMENTS
- GETTING YOU PAID
- YOUR FUTURE AWAITS
- WE CONTINUE TO BE OF SERVICE

determining
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DETERMINING *factors*

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 : **PRICING**

WHEN PRICING YOUR HOME IT IS IMPORTANT TO CAREFULLY CONSIDER TOP MARKET VALUE. USING MY COMPETITIVE MARKET ANALYSIS TOOL, I WILL SUGGEST YOUR HOME'S BEST LISTING PRICE. I SELL HOMES HIGHER THAN THE MARKET AVERAGE BECAUSE I LIST HOMES AT THE CORRECT PRICE FROM THE START.

FACTOR 2 : **HOW IT SHOWS**

IT IS IMPORTANT TO HAVE YOUR HOME READY FOR MARKET ON DAY ONE. I 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
- MAKE SURE THE HOME IS CLEAN AND SMELLS FRESH
- CLEANING CARPETS
- NEUTRALIZING SPACES AND WALLS

FACTOR 3 : **MARKETING**

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, TALKING WITH NEIGHBORS, AND OUR CO-OP AGENTS AND PAST CLIENTS.

MARKETING
THE SECOND YOU SIGN WITH ME, I GO TO WORK ON MARKETING YOUR HOME! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING AND PRINT MARKETING ARE ALL PART OF THE SUCCESS OF GETTING YOUR HOME SEEN BY THE MOST POTENTIAL BUYERS, SELLING YOUR HOME FASTER AND FOR MORE MONEY THAN THE COMPETITION.

COMMUNICATION
ACTIVELY COMMUNICATE WITH YOU THROUGH EVERY STEP OF THE PROCESS. DILIGENTLY SHARING FEEDBACK FROM SHOWINGS, FOLLOWING UP WITH AGENTS AFTER VIEWING THE HOME, AND CALLING WEEKLY TO DISCUSS THE PROGRESS FROM THE PREVIOUS WEEK.

PROFESSIONAL STAGING ADVANTAGES

- 85% OF STAGED HOMES SOLD FOR 6-25% MORE
- MOST TASKS ARE COMPLETED DURING THE APPOINTMENT

OUR TEAM *advantage*

BOOSTED ONLINE EXPOSURE - OUR EXTENSIVE NETWORK OF AGENTS

TODAY'S MARKET IS CENTERED ON TECHNOLOGY. BUYERS ARE PERFORMING THEIR SEARCHES ONLINE, SO IT IS IMPORTANT THAT YOUR LISTING IS RANKED HIGH AND SHOWN IN ITS BEST LIGHT. STUDIES HAVE SHOWN THAT ONLINE BUYERS, DISREGARD HOMES WITH LIMITED PHOTOS, LOW-QUALITY PHOTOS, AND MINIMAL INFORMATION. REST ASSURED I TAKE THE EXTRA STEPS TO GET MAXIMUM EXPOSURE FOR YOUR LISTING AND GIVE THE ONLINE SHOPPER A WEALTH OF INFORMATION, AS WELL AS QUALITY PHOTOS, AND VIDEO TOURS.

PROFESSIONAL PHOTOGRAPHY (PAID BY TEAM)

BEFORE *listing*

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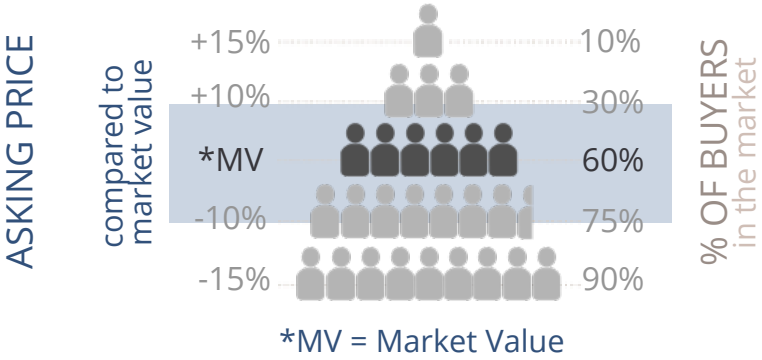
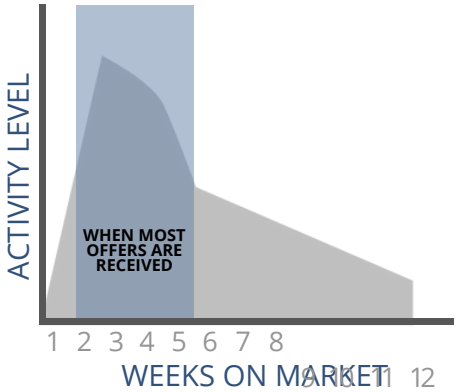
LISTING *strategy*

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 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. 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 AND LOCATION.





PROFESSIONAL **STAGING**

TO MAKE SURE YOUR HOME IS SHOWN IN THE BEST LIGHT TO BUYERS, I WILL PROVIDE A PROFESSIONAL STAGING CONSULTATION TO ENSURE YOUR HOME IS READY TO GO ON THE MARKET. A STAGER'S JOB IS TO NEUTRALIZE YOUR HOME TO APPEAL TO THE MAXIMUM NUMBER OF POTENTIAL BUYERS.

PROFESSIONAL **PHOTOGRAPHY**

IN TODAY'S MARKET, HOME BUYERS ARE SEARCHING ONLINE FIRST. IT IS IMPERATIVE THAT THE PHOTOS OF YOUR HOME ARE TOP NOTCH AND OF THE BEST QUALITY TO CATCH THE BUYERS ATTENTION AND STAND OUT FROM THE COMPETITION. HAVING MORE EYES ON YOUR HOME, IS THE FASTEST WAY TO GET IT SOLD AND SELL FOR TOP DOLLAR.

AGENT **MARKETING**

I AM PART OF A VERY LARGE AGENT NETWORK. I WILL REACH OUT TO THIS NETWORK TO SEE IF YOUR HOME MIGHT BE A GREAT FIT FOR ONE OF THEIR BUYERS. THIS AGENT NETWORK IS KEY TO CONNECTING BUYERS WITH YOUR HOME AS 88% OF RESIDENTIAL SALES INVOLVE REAL ESTATE AGENTS.

ADVERTISING & MARKETING

I KNOW THE IMPORTANCE OF MARKETING A PROPERTY. THIS IS AN AREA I HEAVILY FOCUS MY BUDGET ON. MY EXPERTISE IS ATTRACTING HUNDREDS OF BUYERS PER MONTH, AND INCREASING BRAND AWARENESS.

PREPARING TO *list*

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preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A CLEAN, NEUTRAL, AND STREAMLINED LOOK HELPS BUYERS TO IMAGINE WHAT LIFE WOULD BE LIKE IN YOUR HOME. THE ACTION POINTS BELOW WILL HELP THEM BE ABLE TO DO THAT.

EXTERIOR

- WASH OR PAINT THE HOME'S EXTERIOR
- PAINT THE FRONT DOOR
- KEEP THE YARD NICELY TRIMMED
- KEEP THE LAWN FREE OF CLUTTER
- WEED AND FRESHLY MULCH GARDEN BEDS
- CLEAN INTERIOR AND EXTERIOR WINDOWS
- APPLY FRESH PAINT OR STAIN TO WOODEN FENCES

INTERIOR

- REMOVE PERSONAL ITEMS, EXCESSIVE DECORATIONS & FURNITURE
- REPLACE OR CLEAN CARPETS
- GET RID OF CLUTTER AND ORGANIZE AND CLEAN CLOSETS
- APPLY 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

FRESHEN THE PAINT & FIXTURES

- A NEW COAT OF EXTERIOR PAINT HELPS A HOME'S CURB APPEAL. IT ISN'T A LOW-BUDGET ITEM, BUT IF YOU CAN SWING IT...DO IT
- IF YOU CAN'T PAINT THE ENTIRE HOME, PAINT THE TRIM. THIS IS A RELATIVELY SIMPLE THING TO DO AND IT HELPS GIVE A HOME THAT WOW FACTOR
- UPDATE EXTERIOR LIGHT FIXTURES. THIS CAN QUICKLY GIVE A HOME AN UPDATED LOOK
- PUT A FRESH COAT OF PAINT ON THE FRONT DOOR

STAGING YOUR *home*

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the art OF STAGING

STAGING A HOME IS DEFINITELY DIFFERENT THE DESIGNING A HOME. THE GOAL OF HIRING A STAGER IS HAVING A TRAINED EYE COME INTO YOUR HOME AND LOOK AT IT AS A BUYER WOULD. THIS SERVICE IS PROVIDED TO CREATE A CLEAN, DECLUTTERED LOOK SO THAT POTENTIAL BUYERS CAN LOOK AT YOUR HOME LIKE A BLANK CANVAS TO ENVISION ALL THEIR LOVED ONES AND BELONGINGS IN THE SPACE FOR YEARS TO COME.

STAGED HOMES SPENT

90%

LESS TIME ON THE MARKET

STAGED HOMES INCREASED SALE PRICE UP TO

5%

BENEFITS OF **STAGING**

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

A LASTING
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REAL ESTATE *photography*

A PICTURE SAYS A THOUSAND WORDS

A LISTING'S PHOTOS ARE OFTEN THE FIRST AND SOMETIMES ONLY OPPORTUNITY TO ATTRACT A POTENTIAL BUYER. MOST BUYERS ARE FINDING THEIR HOMES ONLINE AND PHOTOS ARE THE FIRST IMPRESSION OF YOUR HOME. PICTURES ARE THE KEY TO GETTING A HOME NOTICED, SHOWINGS SCHEDULED, AND THEREFORE SOLD. AS YOUR AGENT, I WILL ENSURE THAT YOUR LISTING WILL BE SHOWN IN ITS BEST LIGHT. MANY TIMES A BUYER HAS ALREADY DECIDED IF THEY ARE INTERESTED IN YOUR HOME JUST FROM THE PICTURES ONLINE, WITHOUT EVER STEPPING FOOT INSIDE YOUR HOME.

INTERESTING **FACTS**:

QUALITY PHOTOS RECEIVE 118% MORE ONLINE VIEWS

PROFESSIONALLY SHOT LISTINGS CAN SELL FOR UP TO 19K MORE

POTENTIAL BUYERS LOOK AT PROFESSIONALLY SHOT PHOTOS 10x LONGER THAN NON PROFESSIONAL PHOTOS

professional VIDEOGRAPHY

VIDEO IS **THE NUMBER ONE** FORM OF MEDIA FOR ENGAGEMENT

REAL ESTATE LISTINGS WITH VIDEO RECEIVE

403%

MORE INQUIRIES

VIDEOS ATTRACT

300%

MORE TRAFFIC FOR NURTURING LEADS.

70%

OF HOMEBUYERS WATCH VIDEO HOUSE TOURS

VIDEO GIVES A PROSPECTIVE BUYER A TRUE FEELING OF MOVING THROUGH A HOME, AND IS FAR MORE DESCRIPTIVE OF A SPACE THAN STILL IMAGES CAN EVER HOPE TO BE.

aerial PHOTOGRAPHY

USING AERIAL PHOTOGRAPHY IN REAL ESTATE CAN SHOW BUYERS A MUCH MORE ACCURATE DEPICTION OF WHAT THE PROPERTY IS ACTUALLY LIKE.

benefits

OF HAVING AERIAL PHOTOS:

- PROVIDES VIEWS OF THE ENTIRE PROPERTY & LAND
- THE CONDITION OF THE ROOF AND OTHER PROPERTY FEATURES
- THE NEIGHBORHOOD AND SURROUNDING AREA, INCLUDING THE HOME'S PROXIMITY TO SCHOOLS & AMENITIES
- DEVELOPMENTS OR LOCAL DISTRICTS THAT ARE SUPPORTED BY THE BUYER'S PROPERTY TAXES

virtual TOURS

A VIRTUAL TOUR IS A SEQUENCE OF PANORAMIC IMAGES THAT ARE 'STITCHED' TOGETHER TO CREATE A 'VIRTUAL' EXPERIENCE OF A LOCATION. ONCE CREATED, THE VIEWER IS ABLE TO EXPERIENCE WHAT IT IS LIKE TO BE SOMEWHERE THEY ARE ACTUALLY NOT

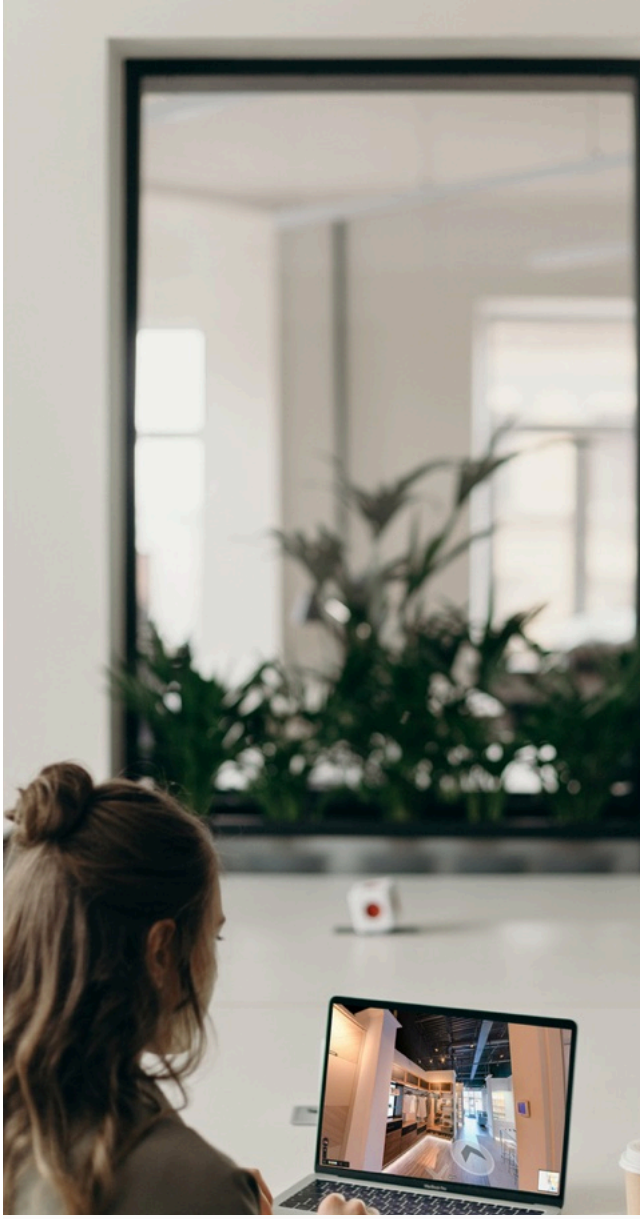
THE **BENEFITS**

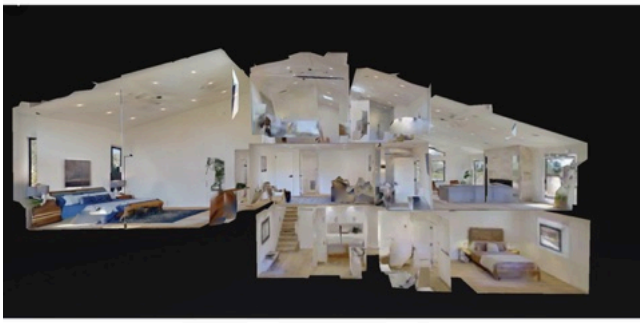
UTILIZING CUTTING-EDGE TECHNOLOGICAL SOLUTIONS, WE CAN NARROW IN ON THE MOST SERIOUS BUYERS. BY USING VIRTUAL TOURS WE CAN GIVE BUYERS A GOOD LOOK AT YOUR HOME WITHOUT DISTURBING YOU. LEAVING ONLY THE MORE SERIOUS BUYERS TO SCHEDULE A SHOWING.

THEY ARE INTERACTIVE BY DESIGN, WHICH MEANS USERS SPEND MORE TIME EXPLORING THAN THEY WOULD LOOK AT PHOTOS. THE MORE INVESTED IN THE INTERACTION POTENTIAL BUYERS FEEL, THE MORE LIKELY TO TAKE THE NEXT STEP IN THEIR PURCHASE JOURNEY.

POTENTIAL HOMEBUYERS DON'T LIKE TO WAIT AND THEY WANT ALL THE INFORMATION NOW. NEVER MISSING ANOTHER OPPORTUNITY. A VIRTUAL TOUR ALLOWS YOUR HOME TO BE ON DISPLAY AROUND THE CLOCK.

EXPOSES YOUR HOME TO A WIDER AUDIENCE. YOUR HOME CAN BE TOURED FROM CLEAR ACROSS THE COUNTRY AT ANY TIME.





property BROCHURES

PROPERTY BROCHURES ARE A MEMORABLE MARKETING PIECE FOR BUYERS TO BRING HOME WITH THEM AFTER A SHOWING. THESE BROCHURE OUTLINE EVERY DETAIL OF YOUR HOME SEEN AND UNSEEN. WE LOVE USING THESE TO SHOW ALL THE UNIQUE DETAILS, PHOTOS, NEIGHBORHOOD SPECS, SCHOOLS, UPGRADES AND FEATURES YOUR HOME HAS TO OFFER.

SOLD ON KEEPING YOU
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WE'VE GOT YOU *covered*

A SECURE LOCKBOX WILL BE USED

THIS ALLOWS REAL ESTATE AGENTS ACCESS TO SHOW BUYERS YOUR HOME SECURELY. THE LOCKBOX HOLDS THE KEYS TO THE HOME AND IS TYPICALLY FOUND AT THE FRONT GUARDED BY A SECURITY LOCK THAT ONLY LICENSED AGENTS HAVE ACCESS TO.

STOW AWAY VALUABLES

BEFORE SHOWINGS MAKE SURE THAT ALL VALUABLES ARE PUT AWAY AND OUT OF SIGHT. THIS INCLUDES EVEN MAIL LEFT OUT (WHICH MAY CONTAIN PERSONAL INFORMATION AND BANK STATEMENTS). ITEMS OF VALUE SUCH AS JEWELRY, ARTWORK, CELLPHONES, AND GAMING SYSTEMS SHOULD ALSO BE OUT OF SITE. IT'S A GOOD IDEA TO WALK THROUGH YOUR HOUSE BEFORE SHOWINGS AND MAKE SURE EVERYTHING OF VALUE IS OUT OF SIGHT.

DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

NOW THAT YOUR HOME IS ONLINE MANY KNOW THAT IT IS FOR SALE. FOR YOUR SAFETY, NEVER LET A STRANGER INTO YOUR HOME. WHILE IT IS LIKELY THAT IT IS JUST SOMEONE THAT SAW THE SIGN IN YOUR YARD AND IS INTERESTED IN GETTING A QUICK LOOK, YOU JUST NEVER KNOW. ASK THEM POLITELY TO CALL YOUR AGENT WHO HANDLES ALL SHOWINGS.

REMOVE PRESCRIPTION DRUGS & MEDICATION

CLEAN OUT YOUR MEDICINE CABINETS AND ANY OTHER PLACE YOU MAY STORE MEDICATIONS AND HIDE THEM AWAY. THERE HAVE BEEN MORE AND MORE STORIES OF PEOPLE INTENTIONALLY GOING TO HOME SHOWINGS TO TAKE MEDICATIONS FREELY.

PUT AWAY BILLS & OTHER MAIL PIECES

WITH IDENTITY THEFT ON THE RISE IT IS IMPORTANT TO PUT AWAY ALL MAIL PIECES WITH YOUR INFORMATION ON THEM. IF THIS INFORMATION ENDS UP IN THE WRONG PERSONS HANDS, IT CAN EASILY LEAD TO IDENTITY THEFT.

BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

OFTEN TIMES A HOME FOR SALE MEANS HOME OWNERS ARE NOT AT HOME. SO BE SURE TO ALWAYS KEEP YOUR DOORS AND WINDOWS LOCKED.

KEEPING YOUR HOME SAFE

ONCE YOUR LISTING GOES LIVE, WE PROVIDE ALL THE NECESSARY SHOE COVERS, HAND SANITIZER, PROTECTIVE GEAR, AND FRIENDLY REMINDER SIGNS FOR ALL OF YOUR SHOWINGS.

listing
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marketing

STRATEGY

NETWORKING

A LARGE PERCENTAGE OF REAL ESTATE TRANSACTIONS HAPPEN WITH CO-OPERATING AGENTS IN THE COUNTRY. I WILL EXPOSE YOUR LISTING TO THIS MARKET.

SIGNAGE

A SIGN WILL BE PLACED IN YOUR YARD AS WELL AS POINTERS AND OPEN HOUSE SIGNS BEFORE AN OPEN HOUSE. THESE WILL BE PLACED AT THE MOST OPPORTUNE TIMES TO GAIN THE MOST EXPOSURE.

SUPERIOR **ONLINE EXPOSURE**

BUYERS IN TODAY'S MARKET FIRST START THEIR SEARCH ONLINE. WE WILL MEET YOUR POTENTIAL BUYER WHERE THEY ARE...ONLINE! NOT ONLY WILL YOUR HOME BE FEATURED IN THE LOCAL MLS, IT WILL ALSO BE FEATURED ON THE MAJOR 3RD PARTY REAL ESTATE SITES, AND SYNDICATED TO LITERALLY HUNDREDS OF OTHER LISTING SITES. YOUR HOME WILL BE FEATURED ON OUR COMPANY WEBSITE, AND SOCIAL MEDIA.

EMAIL **MARKETING**

AN EMAIL WILL BE SENT TO OUR CURRENT BUYER DATABASE OF THOUSANDS OF BUYERS SEARCHING FOR PROPERTIES ON MY WEBSITE. A NEW LISTING EMAIL ALERT WILL GO OUT TO MY AGENT NETWORK OF THOUSANDS OF AGENTS IN THE AREA.

PROPERTY **FLYERS**

HIGHLY INFORMATIVE AND CREATIVE PROPERTY FLYERS WILL BE DISPLAYED INSIDE YOUR HOME. THESE HELP POTENTIAL BUYERS REMEMBER THE KEY ITEMS AND UNIQUE FEATURES OF YOUR HOME.

LOCKBOXES

LOCKBOXES ARE ESSENTIAL FOR THE SAFETY OF ALL. THEY ALLOW AN AGENT TO SHOW YOUR HOUSE WHENEVER HE OR SHE NEEDS TO, RATHER THAN RELYING ON YOU THE OWNER FOR A KEY. OWNERS ARE ALSO EXPECTED TO VACATE THE PROPERTY FOR SHOWINGS. HAVING A LOCKBOX MAKES THIS PROCESS MUCH EASIER FOR ALL INVOLVED.

SHOWINGS

WHEN WE LIST YOUR HOME, YOU WILL ALSO BE SIGNED UP WITH A SHOWING SERVICE THAT IMMEDIATELY COMMUNICATES WITH YOU WHEN A SHOWING IS SCHEDULED. WHEN FEEDBACK ISN'T LEFT, I WILL FOLLOW UP WITH THOSE AGENTS REQUESTING THEIR FEEDBACK WITHIN 24 HOURS.

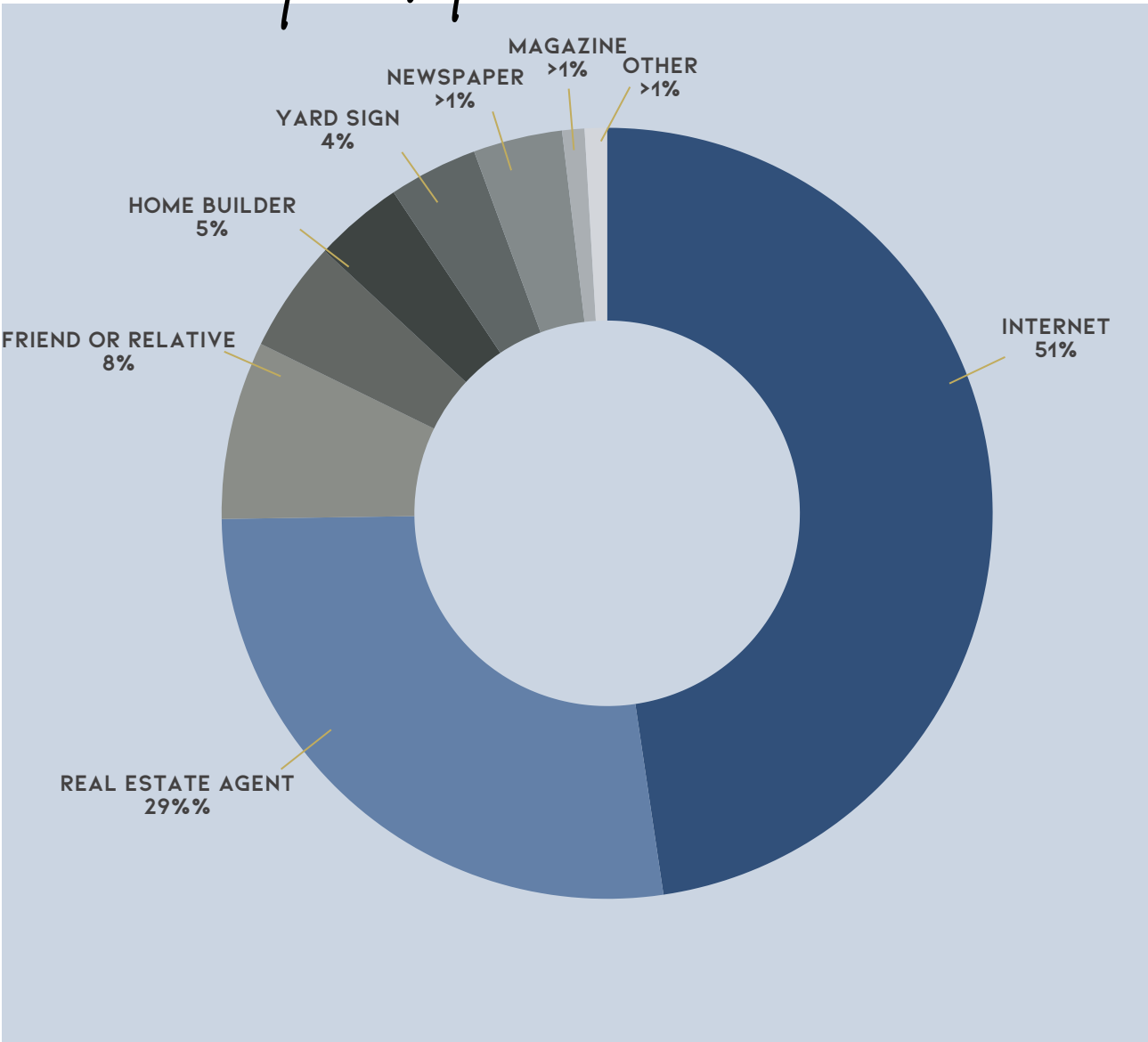
OPEN HOUSES

AFTER REVIEWING MANY SURVEYS, WE HAVE DISCOVERED THE PERFECT FORMULA FOR WHAT DAY IS BEST TO LIST A HOME AND THE PERFECT DAY FOR AN OPEN HOUSE.

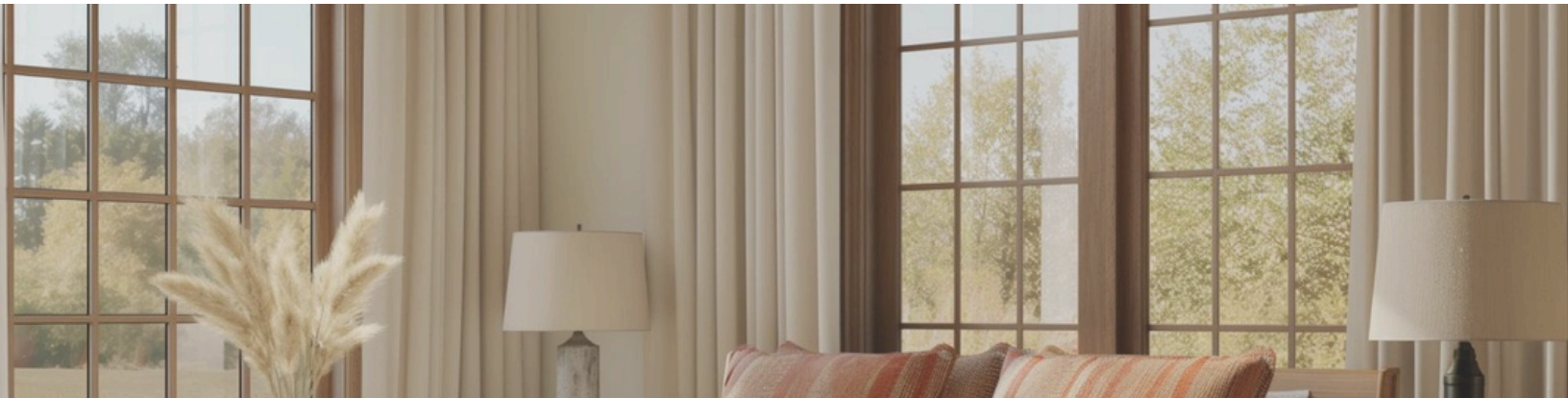
SOCIAL MEDIA MARKETING

WE PRACTICE REGULAR SOCIAL MEDIA MARKETING ON TODAY'S TOP SOCIAL SITES WHICH INCLUDE AND ARE NOT LIMITED TO: FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, AND PINTEREST.

WHERE DO BUYERS *find their home*



*2025 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS



maximum EXPOSURE

GET **FEATURED**

I WILL FEATURE YOUR HOME ON THE TOP HOME SEARCH SITES, AND ON SOCIAL MEDIA AND SYNDICATE IT TO OVER 400+ OTHER SITES.

HOMES THAT RECEIVE THE TOP 10% OF PAGE VIEWS SELL AN AVERAGE OF 30 DAYS FASTER!

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home SHOWINGS

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 WITH 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.

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 A POTENTIAL BUYERS ABILITY TO PICTURE THEMSELVES LIVING IN YOUR HOME.

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 TO EMPTY TRASH CANS NIGHTLY SO THAT THE HOME IS FRESH WHEN YOU LEAVE FOR THE DAY.

TEMPERATURE

KEEP THE ROOM TEMPERATURE COMFORTABLE. THIS DEMONSTRATES TO BUYERS THAT THE HVAC IS WORKING PROPERLY.

PERSONALS

MAKE SURE YOU PLACE ALL VALUABLES AND PRESCRIPTIONS OUT OF SIGHT 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.

OFFERS

PRICE IS JUST ONE OF MANY CONSIDERATIONS WHEN DECIDING WHICH OFFER IS BEST FOR YOUR HOME. HERE ARE SOME OF THE OTHER FACTORS THAT MATTER.

CONTINGENCIES

THE FEWER CONTINGENCIES ON AN OFFER THE BETTER. SHORTER TIME PERIODS ARE ALSO VALUABLE.

ALL CASH BUYER

A CASH OFFER IS USUALLY MORE APPEALING THAN A FINANCE OFFER AS THE SELLER DOESN'T NEED TO WORRY ABOUT THE BANK APPROVING THE LOAN.

PRE-APPROVAL

ASSURES HOME SELLERS THAT THE BUYER CAN GET THE LOAN THEY NEED.

LOAN TYPE

A CONVENTIONAL LOAN IS OFTEN THE LEAST COMPLICATED. THIS IS AN APPEALING CHOICE FOR SELLERS. AN FHA LOAN CAN CAUSE DELAYS BECAUSE THEY REQUIRE CERTAIN REPAIRS AND APPROVALS.

CLOSING TIMELINE

YOU MIGHT NEED TO CLOSE QUICKLY TO MOVE ON TO THE NEXT ADVENTURE, OR YOU MIGHT NEED TO EXTEND THE CLOSING TO ALLOW TIME FOR THE NEXT HOME TO BE READY. CHOOSING THE OFFER WITH THE CLOSING TIME THAT FITS YOUR NEEDS WILL BE MOST ATTRACTIVE TO YOU.

CLOSING COSTS

SOMETIMES AN OFFER COMES IN HIGH, BUT THE BUYER ASKS YOU TO PAY A PERCENTAGE OF THE BUYER'S CLOSING COSTS.

BUYER LETTER

IF YOU CARE ABOUT THE FUTURE OF YOUR HOME, A BUYER LETTER COULD ASSURE YOU THAT YOU'RE SELLING TO SOMEONE WHO WILL LOVE THE HOME AND YOUR NEIGHBORS AS MUCH AS YOU DID.

REPAIR REQUESTS

IF THE HOME NEEDS SOME REPAIRS, BUT YOU DON'T HAVE THE TIME OR MONEY TO DO THEM, A BUYER WHO IS WILLING TO DO THEM FOR YOU MIGHT BE WHAT YOU NEED.

OFFER PRICE

OF COURSE, PRICE MATTERS TOO! IF A HIGH OFFER WILL COST YOU MORE IN CLOSING COSTS, REPAIRS, OR OTHER FACTORS—THEN IT PROBABLY WON'T BE THE BETTER OFFER.

NEGOTIATIONS

after an offer is submitted:

WE CAN:

·ACCEPT THE OFFER

·DECLINE THE OFFER

IF THE OFFER ISN'T CLOSE ENOUGH TO YOUR EXPECTATION AND THERE IS NO NEED TO FURTHER NEGOTIATE.

·COUNTER-OFFER

A COUNTER-OFFER IS WHEN YOU OFFER DIFFERENT TERMS TO THE BUYER.

THE BUYER CAN THEN:

·ACCEPT THE COUNTER-OFFER

·DECLINE THE COUNTER-OFFER

·COUNTER THE OFFER

YOU CAN NEGOTIATE BACK AND FORTH AS MANY TIMES AS NEEDED UNTIL YOU CAN REACH AN AGREEMENT OR SOMEONE CHOOSES TO WALK AWAY.

OFFER IS ACCEPTED:

YOU WILL SIGN THE PURCHASE AGREEMENT AND YOU ARE NOW OFFICIALLY UNDER CONTRACT! THIS PERIOD OF TIME IS CALLED THE CONTINGENCY PERIOD.

NOW INSPECTIONS, APPRAISALS, OR ANYTHING ELSE BUILT INTO YOUR PURCHASE AGREEMENT WILL TAKE PLACE.

contract
TO CLOSING
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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 10-14 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

home APPRAISAL

IF THE BUYER IS SEEKING A LOAN TO PURCHASE YOUR HOME THEY WILL NEED TO HAVE AN APPRAISAL PERFORMED BY THE BANK TO VERIFY THE HOME IS WORTH THE LOAN AMOUNT. AS A SELLER WE WANT THE PROPERTY TO APPRAISE FOR AT LEAST THE SALE AMOUNT OR MORE. IT IS VERY DIFFICULT TO SUCCESSFULLY CONTEST YOUR APPRAISAL. AN EXPERIENCED AGENT DEMONSTRATES CERTAIN STRATEGIES TO REVEAL THE VALUE OF THE HOME PRIOR TO THE APPRAISAL.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

YOU ARE IN THE CLEAR, AND CLOSING CAN BE BEGIN!

APPRAISAL COMES IN BELOW SALE PRICE

- RENEGOTIATE THE SALE PRICE WITH THE BUYER
- RENEGOTIATE WITH THE BUYER TO COVER THE DIFFERENCE
- CANCEL AND RE-LIST
- CONSIDER AN ALTERNATIVE ALL-CASH OFFER

closing THE SALE

WHAT TO EXPECT

CLOSING IS WHEN FUNDS AND DOCUMENTS ARE TRANSFERRED IN ORDER TO TRANSFER OWNERSHIP OF THE PROPERTY TO THE BUYER. THE ESCROW OFFICER WILL LOOK OVER THE CONTRACT AND FIND OUT WHAT PAYMENTS ARE OWED BY WHO, PREPARE DOCUMENTS FOR CLOSING, PERFORM THE CLOSING, MAKE SURE ALL PAYOFFS ARE COMPLETED, THE BUYER'S TITLE IS RECORDED, AND THAT YOU RECEIVE PAYOFFS THAT ARE DUE TO YOU.

YOUR COSTS

SELLER COMMONLY PAYS:

- MORTGAGE BALANCE & PENALTIES IF APPLICABLE
- ANY CLAIMS AGAINST YOUR PROPERTY
- UNPAID ASSESSMENTS ON YOUR PROPERTY
- REAL ESTATE AGENTS, FOR PAYMENT OF COMMISSION
- TITLE INSURANCE POLICY
- HOME WARRANTY

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A GOVERNMENT PICTURE ID
- HOUSE KEYS
- GARAGE DOOR OPENERS
- MAILBOX AND ANY OTHER SPARE KEYS

AFTER CLOSING

KEEP COPIES OF THE FOLLOWING FOR TAXES:

- COPIES OF ALL CLOSING DOCUMENTS
- ALL HOME IMPROVEMENT RECEIPTS

FINAL steps

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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 ELECTRIC COMPANY.

- ✓ **DOCUMENTS**

  SECURE ALL CLOSING DOCUMENTS AS WELL AS THE CONTRACT AND CLOSING DOCUMENTS. 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 THE GARAGE. SCHEDULE TRASH PICK UP PRIOR TO THE 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.

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Our Listing GUARANTEE

IF FOR ANY REASON, YOU ARE NOT 100% SATISFIED WITH OUR SERVICE, LET US KNOW AND WE PROMISE TO CORRECT THE ANY ISSUES WITHIN 72 HOURS.

IF THE REMEDY IS NOT SATISFACTORY, WE WILL RELEASE YOU FROM THE LISTING AGREEMENT WITH NO FURTHER OBLIGATION.

WE ARE SO SURE YOU WILL BE HAPPY WITH OUR SERVICE, WE GUARANTEE IT!

Lance & Julia Hulsey