

MYERS COBB  
REALTORS



MARQ & BRITTANY COBB

# SELLER'S GUIDE

[myerscobbrealtors.com](http://myerscobbrealtors.com)

# MARQ & BRITTANY COBB



# HELLO

## MARQ COBB

Marq has over 17 years experience selling Real Estate and has sold thousands of properties. He handles every aspect of the real estate process with efficiency and professionalism and has a reputation for providing effective, efficient, personal service to his clients with high level communication.

## BRITTANY MYERS COBB

Brittany has 16 years of sales & marketing experience and is a digital & social media marketing expert. This allows her to find creative ways to differentiate Myers Cobb within the Real Estate arena through stylish and effective marketing. Brittany looks to redefine Memphis Real Estate and offer their clients an exceptional experience through targeted Marketing, Client Specialists and Concierge Services.

## THE MYERS COBB TEAM

Marq and Brittany offer their clients "Elite Services" where every client has full access to the both of them with double the support and a hands on approach.

M) 901.481.6842  
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# WHY MYERS COBB?

MYERS COBB  
REALTORS



Myers Cobb Realtors specializes in several areas of Real Estate which makes our firm truly unique. Our family-owned, boutique brokerage offers a full-service luxury experience with concierge services. Heavily focused on social and digital marketing, Marq and Brittany offer an elevated experience having you walk away with a new standard for Real Estate Agents.

Exceptional Service In:

Residential buying and selling  
New Construction sales and neighborhood development  
Recreational, Farm, and Hunting Land  
Investment Properties

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# 10 STEPS TO SELLING A HOME



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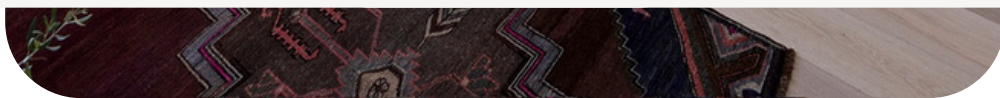
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# THE MYERS COBB TEAM

# 01



A real estate agent is a huge asset to you as you go through the home-buying process. This is one of the biggest decisions of your life and you need a skilled professional guiding you through the process.

We work with your best interests in mind and offer you full access to the both of us, allowing double the support while guiding you through, step by step.

## INDUSTRY KNOWLEDGE

We have access to a wide variety of resources that is not readily available to the public. We can help you determine the best price and time to sell.

## CUSTOMER SERVICE

We are dedicated to helping you answer any questions that arise from this process and are available by text and phone 7 days per week.

## SOCIAL MEDIA MARKETING

We are heavily focused on social and digital media marketing and offer top of the line photography, videography and marketing for maximum exposure.

## PROFESSIONAL EXPERIENCE

We undergo continuous training and compliance to ensure that we are up to date on any changes in legal or administrative paperwork. We pride ourselves on our work ethic and professionalism.

## SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home.

## CONCIERGE SERVICES

Our family-owned, boutique brokerage offers a full-service luxury experience with concierge services that extend beyond the close of the sale.

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# ESTABLISH A PRICE

## LISTING

Setting a reasonable listing price is one of the most important aspects in the entire home selling process.

If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.

## HOW WE DETERMINE PRICE?

We will perform an analysis on other comparable homes for sale in your area by pulling comps that will tell us exactly what your home is worth.

02



# PREPARE YOUR HOME

## 03

### HOME STAGING TIPS

- Be sure to put away any photographs, memorabilia, and personal belongings as it will look like clutter to a potential buyer.
- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home. Our team will come in and let you know if this is something that needs to be done or if we can handle it on our own!
- We provide professional photos for MLS, social and digital media marketing to maximize your space and exposure.



# MARKETING

## MARKETING TIPS

- We will list your home on the MLS (unless otherwise told) that will feed into all Real Estate for sale platforms. Our team will hold an Open House and or Brokers Open for maximum exposure.
- We specialize in social and digital media marketing and will curate stories and posts specifically for your listing.

The photos we provide are bright, light and airy and aesthetically pleasing.



04





We make sure your photos and descriptions are clear, attractive, and relevant.

# 05

## **CONGRATULATIONS!**

We have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

We will put a sign for your front yard to let passerbys know your home is available.

## 06



For the first few weeks/weekends, make sure that your calendar is flexible for showings and open houses.

This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.

### SHOWING CHECKLIST

#### IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights

#### IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas

# OFFERS & NEGOTIATIONS

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer.

If you receive multiple offers, we will help you negotiate with the buyers to find a price that you are happy with.

We will ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



07

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# UNDER CONTRACT

The offer will officially become binding once the buyer and you both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer

08





## FINAL DETAILS



# 09

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over. We'll make sure everything stays as planned.

At this time you can start packing and moving into your new place!

# 10

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.



**CONGRATS!**  
**YOU'VE SOLD**  
**YOUR HOME!**

# CUSTOMER TESTIMONIALS



The experience of buying a home with Marq was outstanding! He is very knowledgeable, took the time to sit with us to understand what we are looking for, and kept us updated on houses available. We saw 11 houses in 3 days and Marq was great in pointing out potential issues with houses we saw. After finding our dream home, he kept in constant contact to ensure everything was ready and was a great mediator between us and the sellers. I highly recommend Marq to anyone who is looking to buy or sell and would definitely work with him again in the future. Overall, outstanding service and experience!



Marq was my agent when buying a second home at the lake. He was awesome!! He was very knowledgeable and insightful as to the home buying process. He was also very willing to go above and beyond to make my purchase as hassle free as possible. He voluntarily took on much of the work that I thought I would be responsible to complete. It made the process smooth and easy.



Brittany just sold our rental in 24 hours from it hitting the market. I live in Nashville so she handled everything for us. Replacing the carpet, paint, etc... highly recommend!!



Marq is a master of his craft, my go-to realtor! Bought 13 rental properties, relied on his expertise since I'm out of state. Always up front, honest, straight to the point; never steered me wrong. Looking forward to continued success with Marq, so excited!



Marq and Brittany helped my wife and I sell our home last year. She came out and walked through our home, suggested some minor cosmetic details to address, and then sent their photographer out. Our house was listed on MLS with professional photos within hours. Marq helped us field several offers before ultimately attracting the offer that we accepted. Throughout the process, they spoke with my wife and I several times each day and even well into the evening. Marq also helped negotiate the lease back of our house as we needed time before we could take possession of our new home. I could tell that Marq had worked many transactions and I always felt as if he was firmly in control of the situation. If their name is on the sign you can tell they take pride in what they does!



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