

Home Selling Success

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Marketing and the selling process is like walking up stairs. Missing a step would just make it difficult and hard to get to the end goal. These are the 6 steps that makes it simple and easy to getting your property SOLD

PRICING

Determining an accurate and fair market value for your property is key to securing top dollar at sale time.

AGENT SAVVY

Having the right agent that knows your market and has dedicated the time to knowing the market, negotiating tactics, agent connections, and market center that backs him is a major key in getting your property SOLD!

MARKET CONDITIONS

Economy, legislation, interest rates, demographics, and time of year all have an impact the supply & demand for homes like yours.

MARKETING

Proactively engaging your target market with great photos, videos, and advertising online and in print will maximize the exposure for your property. A strong marketing strategy will help your home sell faster and for more \$\$\$!

PRESENTATION

Repairs, improvements, decluttering, cleaning, plus staging or tasteful decor makes your property more desirable!

SPECS & STATE OF YOUR PROPERTY

Location, size, age, condition, construction, and improvements all have a factor in positioning your property to sell in the market.

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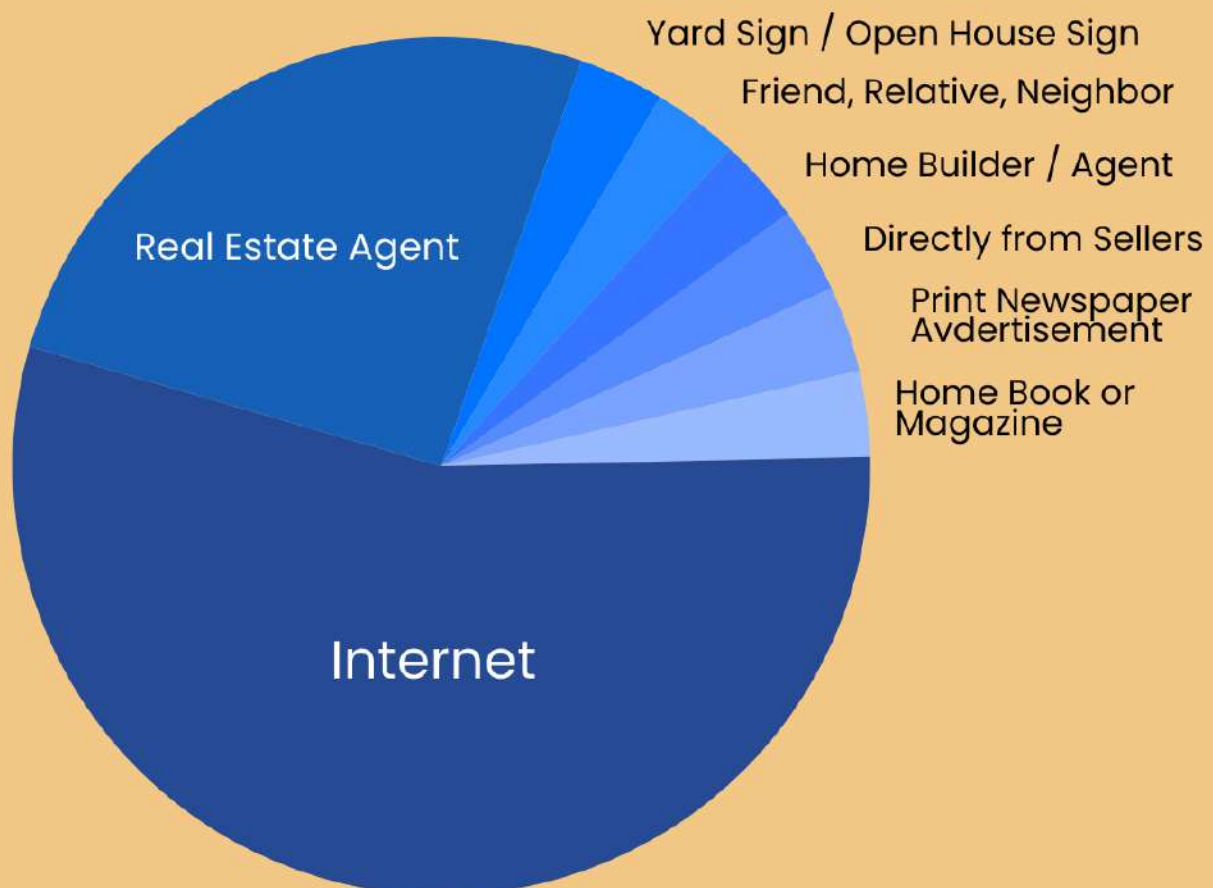
Finding Your Buyer

The Savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS

Profile of Home Buyers and Sellers 2018



A Seller's Timeframe

What is your ideal timeframe?



The Process

**The real estate transaction is complex-
and navigating you through every step
of the sale is my expertise.**



Pre-List

- ☐ Initial meeting, walk-through and needs analysis
- ☐ Sign listing agreement
- ☐ Prepare your property for sale: staging, photography, etc.
- ☐ Launch "coming soon" marketing campaign
- ☐ Facilitate inspection process
- ☐ Establish a competitive price

Active

- ☐ Officially list your property
- ☐ Launch "just listed" marketing campaign
- ☐ Start showing your house
- ☐ Coordinate showings, Follow up with feedback
- ☐ Hold Open Houses
- ☐ Receive and present offers
- ☐ Weekly updates and strategic planning
- ☐ "just listed" marketing campaign

Pending

- ☐ Negotiate contract
- ☐ Go under contract
- ☐ Facilitate inspection process
- ☐ Negotiate any issues
- ☐ Oversee appraisal
- ☐ Coordinate showings, Follow up with feedback
- ☐ Final walk-through
- ☐ Close!

Marketing Timeline

Staging

- ☐ Staging Consultation
- ☐ Appliances & Decor Upgrades
- ☐ Furnishings & Declutter
- ☐ Paint

Coming Soon

- ☐ Flagship First then MLS
- ☐ Coming Soon
- ☐ Posing on all Social Media
- ☐ Coming Soon Sign

Signage

- ☐ Yard Sign
- ☐ Coming Soon
- ☐ Open House Signs
- ☐ Professional Yard Panels

Imagery

- ☐ Daytime Photography
- ☐ Twilight Photography
- ☐ 30+ Photos
- ☐ Community Photography

Listing Launch

- ☐ MLS
- ☐ Syndication to 3rd Party Sites
- ☐ Social Media
- ☐ TheBlazerTeam.com

Digital Campaign

- ☐ Social Media Promotion
- ☐ Featured on Zillow / Trulia
- ☐ Social Network Post
- ☐ Video Posts

Coming Soon

- ☐ Weekend Open House
- ☐ Blast Advertisement
- ☐ Professional Guest Log-in
- ☐ Agent Networking