

Lorraine Mineo | Lesley Runty

LISTING PRESENTATION



LORRAINE MINEO | LESLEY RUNTY

LISTING PRESENTATION

LORRAINE MINEO | LESLEY RUNTY

LISTING PRESENTATION





LORRAINE MINEO | LESLEY RUNTY

LISTING PRESENTATION



LISTING PRESENTATION

LORRAINE MINEO | LESLEY RUNTY

TABLE OF CONTENTS

04
ABOUT LORRAINE

05
ABOUT LESLEY

06
TESTIMONIALS

07
RECENTLY SOLD

08
THE BROKERAGE

09
SELLER'S ROADMAP

10
PRICING STRATEGY

11
PREPARING YOUR HOME TO SELL

12
MARKETING STRATEGY

13
MARKETING STRATEGY

14
HOUSE CLOSING PROCESS

15
OUR PROMISE

16
NOTES

17
CONTACT INFO



LORRAINE MINEO

As a luxury real estate agent with over 25 years of experience in the industry, Lorraine specializes in new construction properties throughout the most exclusive neighborhoods in the area.

Her commitment to her clients goes beyond the transaction; she strives to build long-lasting relationships that are built on trust and mutual respect. As a result, many of her clients come to her through referrals and have become lifelong friends.

When it comes to marketing luxury properties, [Agent Name] takes a strategic approach that leverages the latest technology and social media platforms to reach the right buyers. She also has an extensive network of contacts within the industry, including builders, architects, and interior designers that can help prepare a property to maximize its value.

In her free time, Lorraine enjoys .... She is also passionate about .....

$21M
TOTAL SALES

112+
TOTAL TRANSACTIONS

83+
POSITIVE REVIEWS

25+
YEARS OF EXPERIENCE

*Source for statistics



LESLEY RUNTY

As a real estate agent with over 11 years of experience in the industry, Lesley specializes in representing buyers and sellers in the Williamson County area. With a background in education and a keen eye for detail, she brings a unique perspective to the luxury real estate market. She understands that each property is as unique as its owner, and she works tirelessly to ensure that each client's needs are met with professionalism, discretion, and expertise.

Lesley's commitment to her clients goes beyond the transaction; she strives to build long-lasting relationships that are built on trust and mutual respect. As a result, many of her clients come to her through referrals and have become lifelong friends.

When it comes to marketing properties, Lesley takes a strategic approach that leverages the latest technology and social media platforms to reach the right buyers. She also has an extensive network of contacts within the industry, including builders, tradesmen, and interior designers that can help prepare a property to maximize its value.

In her free time, Lesley enjoys spending time with her family, reading, and maintaining a healthy lifestyle. She is passionate about her faith and relationship with Jesus.

$23M
TOTAL SALES

40+
TOTAL TRANSACTIONS

35+
POSITIVE REVIEWS

11+
YEARS OF EXPERIENCE

*Source for statistics

THE TEAM



AGENT NAME

[Agent Name] is a dedicated real estate professional and member of XYZ Realty. They are committed to providing their clients with the highest level of service and have a proven track record of success in both buying and selling properties. In their free time, [Agent Name] enjoys hiking and reading.



AGENT NAME

[Agent Name] is a young and dynamic real estate agent on the XYZ Realty. They grew up in the local area and have an in-depth knowledge of the market. They listen carefully to their clients' needs and act on their behalf. Outside of real estate, they enjoy going to the beach and attending concerts.



AGENT NAME

[Agent Name] is a dedicated real estate professional and member of the XYZ Realty. They are committed to providing their clients with the highest level of service and has a proven track record of success in both buying and selling properties. In their free time, [Agent Name] enjoys hiking and reading.



AGENT NAME

[Agent Name] is a young and dynamic real estate agent on the XYZ Realty. They grew up in the local area and have an in-depth knowledge of the market. They listen carefully to their clients' needs and act on their behalf. Outside of real estate, they enjoy going to the beach and attending concerts.



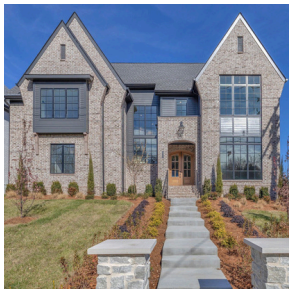
TESTIMONIALS

"I recently had the pleasure of working with [Agent Name] to sell my home, and I couldn't be happier with the results. From our very first meeting, I knew I was in good hands. [Agent Name] was professional, knowledgeable, and incredibly responsive to all of my questions and concerns. Their marketing strategies were top-notch, and I truly believe that their expertise helped me get the best possible price for my home. I would highly recommend [Agent's Name] to anyone looking to buy or sell a home."

"I cannot recommend [Agent Name] enough. From start to finish, [Agent Name] went above and beyond to ensure that the sale of my home was smooth and stress-free. Not only did [Agent Name] provide expert guidance on pricing and staging my home for sale, but they also went the extra mile to market my home to the right buyers. Thanks to their efforts, my home sold quickly and at a price that exceeded my expectations. [Agent Name] truly exceeded my expectations and I am grateful for their hard work and expertise."

"I had the pleasure of working with [Agent Name] as my real estate agent and I couldn't be more satisfied with their exceptional service. From the moment we met, they were attentive to my needs and listened carefully to what I was looking for in a home. They were patient and never pressured me to make a quick decision. Their extensive knowledge of the real estate market and their negotiating skills were invaluable in helping me find the perfect home at a great price."

RECENTLY SOLD



2950 Del Rio Pike, Franklin
4 BD 4 BA 1 HB 4,191 SF
$1,765,794



2904 Avenue Downs Dr, TS
4 BD 4 BA 2 HB 4,555 SF
$1,496,900



2660 Benington Pl, Nolensville
5 BD 5 BA 0 HB 4,293 SF
$1,386,000



213 Everett Ct, Nolensville
4 BD 3 BA 1 HB 3,701 SF
$1,190,000



849 Fontwell Ln, Franklin
3 BD 2 BA 0 HB 2,306 SF
$844,900



1637 Fair House, Spring Hill
4 BD 4 BA 0 HB 3,552 SF
$900.000

BARLOW REALTY

At Barlow, we understand that buying or selling a property can be a complex and emotional process. That's why we prioritize communication and transparency, working closely with each client to ensure they feel informed, empowered, and confident throughout every stage of the transaction.

Whether you're a first-time homebuyer, an investor, or a seasoned seller, our team has the expertise and resources to help you achieve your goals. We stay up-to-date with the latest trends and technologies in the industry, utilizing cutting-edge marketing strategies to showcase your property to the widest audience possible.

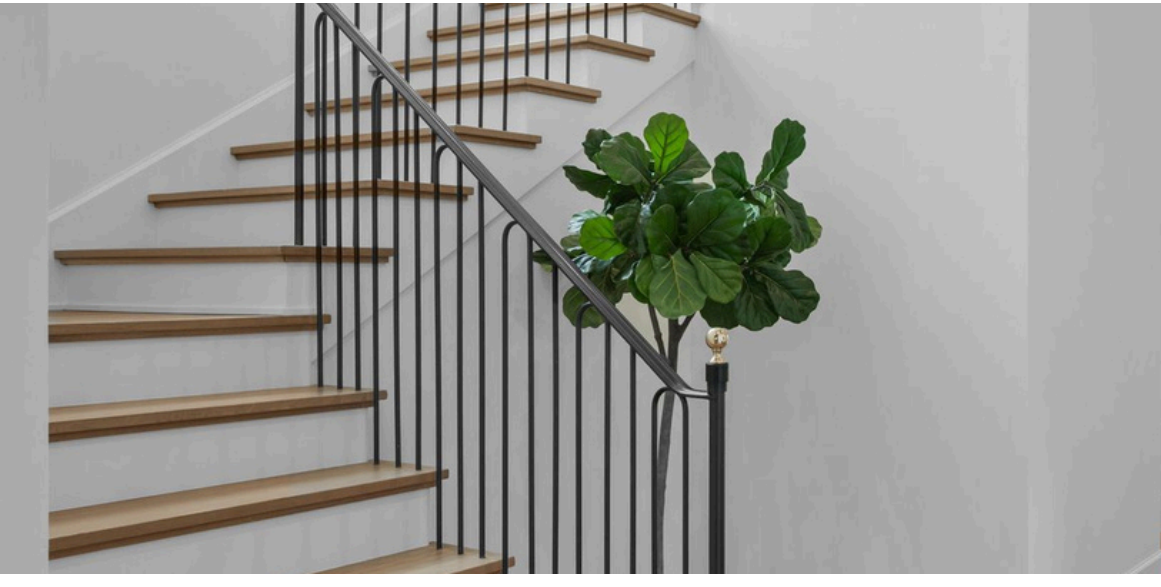
With our deep understanding of the local real estate market, we're equipped to help clients make informed decisions that align with their unique needs and interests. From providing guidance on property values and negotiating offers to connecting clients with trusted vendors and service providers, our team is committed to delivering exceptional results.

B

$47B

GROSS
TRANSACTION
VOLUME

*Realtracs Multiple Listing Service





SELLER'S ROAD MAP

01 / AGENT

Select a reputable and experienced real estate agent to represent you and your property.

02 / PRICE

Your agent will look at comparable sales in the area, market trends, and the condition of your property to help you set an asking price.

03 / PREP

Make necessary repairs, declutter, and stage your home to make it appealing to potential buyers. Your agent will provide advice on how to make your home more marketable.

04 / MARKET

Your agent will create a marketing plan to promote your property, including listing it on the MLS, capturing high-quality photos and videos, hosting open houses, and advertising to potential buyers.

05 / OFFERS

Your agent will present any offers received on your home, and you'll have the opportunity to negotiate with the buyer to reach a mutually beneficial agreement.

06 / UNDER CONTRACT

You and the buyer have agreed to the terms of the offer and both parties have signed the agreements.

07 / FINAL DETAILS

The buyer works with their mortgage provider to finalize the loan, appraisal, and complete all necessary tasks such as inspections. As your listing agent, we follow up with the lender and request full transparency of loan details.

08 / CLOSING

From the start of contract, we will be in communication with Title Company to ensure a smooth closing. On closing day, transfer of funds and ownership are complete and seller is all packed up and ready to move.

PRICING STRATEGY

01

UNDERSTAND THE MARKET

The first step in developing a pricing strategy is to conduct a comprehensive analysis of the local real estate market. We'll look at data on recent sales and current listings to get a sense of what similar properties are selling for in the area.

02

CONSIDER THE PROPERTY'S UNIQUE FEATURES

We'll evaluate your property's unique features and amenities to consider how they impact its value relative to comparables in the area.

03

SET A REALISTIC PRICE

Based on the market analysis and your property's features, we'll set a realistic and competitive price. Keep in mind that overpricing can lead to a longer time on the market and potentially lower offers, while underpricing can leave money on the table.

04

CONSIDER PRICING STRATEGIES

In a competitive market, pricing the property slightly below market value could attract more buyers and result in multiple offers. Alternatively, if the property has highly sought-after amenities or is in a desirable location, pricing it higher could lead to a quicker sale at a higher price.

05

BE OPEN TO FEEDBACK

It's important to be open to feedback from potential buyers and their agents. If you're not receiving the level of interest you had hoped for, we'll consider adjusting the price or marketing approach to better align with market demand.



PREPARING YOUR HOME TO SELL

DECLUTTER AND DEPERSONALIZE

A cluttered and personal space can make it difficult for potential buyers to envision themselves in the space. Remove personal items and keep the space clean and organized.

CLEAN AND STAGE

Clean the house thoroughly and consider staging it to make it more attractive to potential buyers. Staging can highlight the home's best features and help a buyer picture themself living in the home.

MAKE NECESSARY REPAIRS

Address any necessary repairs or improvements before listing the property. This can include fixing leaky faucets, patching holes in walls, fresh paint, and updating outdated fixtures.

IMPROVE CURB APPEAL

First impressions matter, so take time to improve the exterior of the home. This could include adding fresh landscaping, painting the front door, or power-washing the exterior of the house.

PROFESSIONAL PHOTOS & VIDEOS

Hiring a professional photographer to take high-quality photos and videos are essential for marketing your property. The professional photographer will capture your home's best features and help it stand out online.



MARKETING STRATEGY

01

PROFESSIONAL PHOTOGRAPHY

The first step is to have a professional photographer take high-quality photos and videos of your property. The photos and videos should be bright, clear, and showcase the best features of the home.

02

VIRTUAL TOUR

Creating a virtual tour of your property will allow potential buyers to view the home from the comfort of their own computer or smartphone. This will give buyers a better sense of the layout and help them visualize living in the space.

03

ONLINE LISTING

Your property will be listed on popular online real estate websites such as Zillow, Redfin, and Realtor.com. Detailed description of the property, its features, and its location to be included.

04

DIGITAL ADVERTISING

Your property will be shared on social media platforms such as Facebook, Instagram, and Twitter to reach a wider audience. Additionally, targeted ads will run to reach specific demographics and increase exposure.

MARKETING STRATEGY

05 OPEN HOUSES

We'll host open houses for potential buyers to come and view your property in person. This is a great opportunity to highlight the features of the home and answer any questions that buyers may have.

06 PRINT ADVERTISING

Custom flyers, brochures and mailers will be designed and distributed to local businesses and prospective buyers.

07 PUBLIC RELATIONS

We will carefully craft a story around your unique property and pitch it out to local Real Estate websites and publications for even more exposure.

08 NETWORKING

We'll utilize Lorraine and Lesley's network to spread the word about your property and its unique features via email, social media and in person interactions.



HOUSE CLOSING PROCESS

HOME INSPECTION

Typically, the buyer arranges for a home inspection to ensure that there are no major issues with the property. If any issues are identified, the buyer may request repairs or a reduction in the purchase price.

TITLE SEARCH & INSURANCE

A title search will be conducted to ensure that the seller has clear ownership of the property and that there are no liens or other issues with the title. The buyer will typically purchase title insurance to protect against any issues that may arise in the future.

CLOSING DOCUMENTS

The closing disclosure outlines the final terms and costs associated with the purchase. Both the buyer and seller will need to review and approve this document before moving forward.

CLOSING COSTS

The buyer and seller will need to pay closing costs, which can include fees for the title search, title insurance, appraisal, attorney fees, and other expenses.

TRANSFER OF OWNERSHIP

The title company will transfer ownership of the property from the seller to the buyer. The seller will need to provide the keys to the property, and the buyer can take possession of the home.





OUR PROMISE

- We will assist you in preparing your home for sale, including recommending any necessary repairs or upgrades to maximize your sale price.
- We will market your property through a variety of channels to ensure maximum exposure to potential buyers.
- We will provide you with regular updates on the status of your home sale and any feedback received from potential buyers.
- We will work tirelessly to get you the best possible price for your home.
- We will handle all negotiations with potential buyers on your behalf, and will work to secure the best possible terms for you.
- We will be available to answer any questions you may have and provide guidance and support every step of the way.

NOTES



Lesley Runty
Barlow Realty
615 485 6555
lesley@barlow-realty.com

Lorraine Mineo
Barlow Realty
615 403 1200
lorraine@barlowbuilders.com

@lesleyruntyrealestate
@lorrainemineo

BARLOW REALTY

O 615 376 1680

3020 STANSBERRY LANE SUITE 101. FRANKLIN, TN 37069