

# THE PROCESS AT A GLANCE



MEET WITH YOUR REAL ESTATE PROFESSIONAL



ESTABLISH A COMPETITIVE MARKET PRICE



PREPARE YOUR HOME FOR THE MARKET



LIST HOME FOR SALE



OFFERS AND NEGOTIATIONS



GO UNDER CONTRACT



FINAL DETAILS



CLOSING!

*Courtney James*  
DOUGLAS ELLIMAN REAL ESTATE   
"The Next Move Is Yours"

# FORMULA FOR A SUCCESSFUL HOME SALE



MARKET PREPARATION



STRATEGIC PRICING



RELENTLESS MARKETING



# MARKET PREPARATION

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.

*"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."*

- BARBARA CORCORAN

## EASY, LOW COST REPAIRS WITH HIGH RETURN



- **REPAINT AND CLEAN WALLS**
  - Using light shades of blue or gray have been shown to be more appealing to potential buyers
  - In the kitchen paint baseboards, kitchen cabinets, trim, molding
- **LANDSCAPE**
  - Add some color with flowers and shrubs
  - Keep the lawn mowed and remove weeds
- **UPGRADE LIGHTING**
  - Swap out old light bulbs with new brighter bulbs
  - Add more lamps and accent lighting to brighten up darker rooms
- **DEPERSONALIZE**
  - Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone
- **REPLACE OLD APPLIANCES**
- **CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS**
  - Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

# RELENTLESS MARKETING

## STRONG ONLINE PRESENCE

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

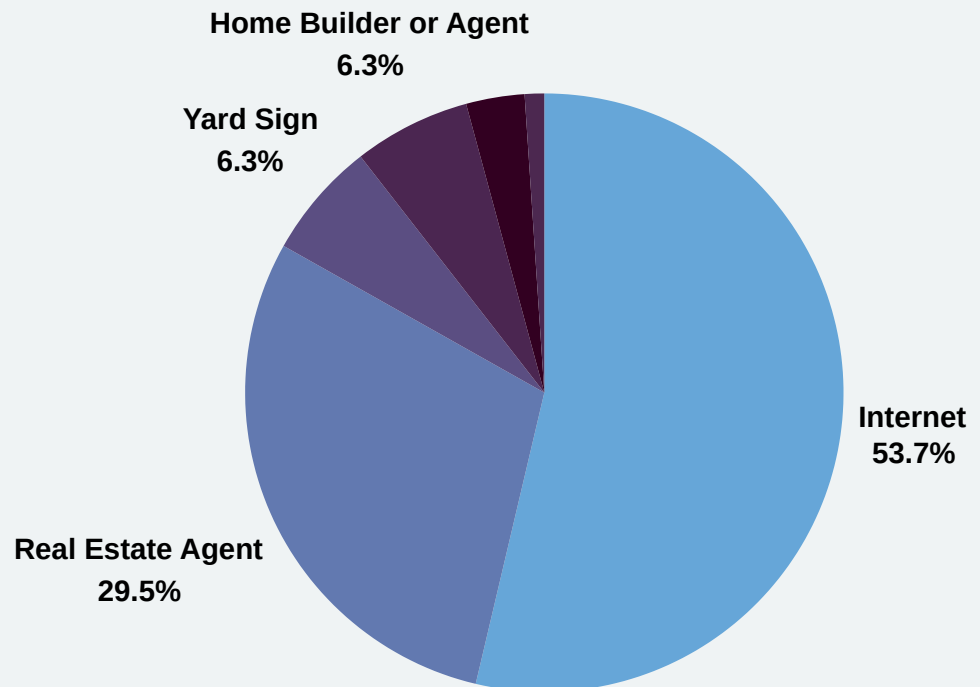
The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

### I OFFER THESE UNIQUE TOOLS FOR MARKETING:

- DISPLAYED ON MY BROKERAGE WEBSITE
- DISPLAYED ON HOME SEARCH WEBSITES
- COMING SOON CAMPAIGNS
- VIRTUAL TOUR
- BROADCASTED TO FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS
- FACEBOOK MARKETPLACE
- CRAIGSLIST
- FLYERS
- POSTCARDS
- PROFESSIONAL PHOTOGRAPHY
- PROFESSIONAL VIDEOGRAPHY
- OPEN HOUSES
- YARD SIGN CAPTURES
- SHARED WITH LOCAL FSBO'S & PREVIOUSLY EXPIRED SELLERS

### HOME BUYERS ARE SHOPPING ONLINE

*The pie chart below shows where buyers find the home they purchased in 2023.*



*Source: 2023 NAR Home Buyer and Seller Generational Trends*



# RELENTLESS MARKETING

93% of home buyers use the internet

54% of them first find the home they buy online

*Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.*



## PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Below are samples of photos from my previous listings.



# STRATEGIC PRICING

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
6. The agent you hire to negotiate



## WHAT DOES **NOT** DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What is owed on the home
4. What you want to profit from the sale



# STRATEGIC PRICING

In today's real estate market, setting the right price for your house is one of the most valuable things you can do. According to CoreLogic, existing home prices nationwide are expected to level out **this year**. This means experts anticipate home values will not continue climbing going forward.

When it comes to pricing your house, the goal is to increase visibility and drive more buyers your way. Instead of trying to win the negotiation with one buyer, you should price your house so that **demand is maximized**, and more buyers want to take a look.

As a seller, you might be thinking about pricing your house on the high end while so many of today's buyers are searching harder than ever just to find a home to purchase. But here's the thing – a high price tag does not mean you're going to cash in big on the sale. It's actually more likely to **deter buyers**.

Even today, when there are so few houses for sale, your house is more likely to sit on the market longer or require a price drop that can send buyers running if it isn't set just right.



UNDERPRICED	MARKET VALUE	OVERPRICED
Loses value Decreases future buying power Deters skeptical buyers	Better chance of a bidding war Higher Sale Price Faster Sale	Sits on the market longer Price drops can send the wrong message to buyers Prices out potential buyers

It's important to work with a trusted real estate professional to make sure your house is priced correctly. When you price it competitively, you won't be negotiating with one buyer. Instead, you'll have multiple buyers competing for the house, potentially increasing the final sale price.

## Bottom Line

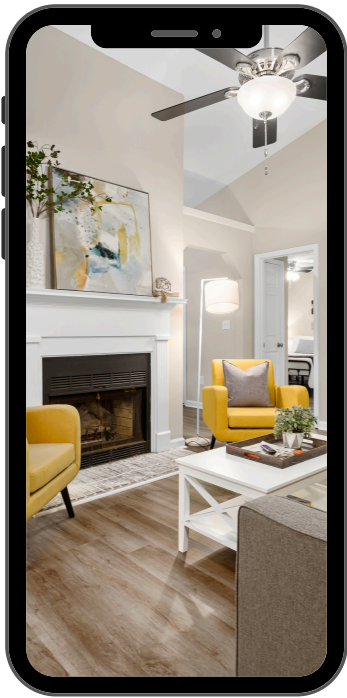
The key is to make sure your house is priced to sell immediately. This way, it will be seen by the most buyers. More than one of them may be interested, and it will be more likely to sell at a competitive price. Let's connect to price your house correctly from the start so you can maximize your exposure and your return.



# MARKET PREPARATION

## SHOULD YOU STAGE YOUR HOME?

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.



83%

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

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

*\*Statistics from the National Association of Realtors® Research Group, 2022*

### PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

### CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste



# HOME STAGING CHECKLIST

## CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)



## GO "MARIE KONDO" ON THE PLACE

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls & paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick-knacks, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

# HOME STAGING CHECKLIST

## KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc



## CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts



## FINISHING TOUCHES

- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds



# Preparing for your closing

Courtney James  
DOUGLAS ELLIMAN REAL ESTATE

631-433-4054

courtney.james@elliman.com

## What to expect at your final walk-through just before closing.

The final walk through: Now is the time to ensure you are leaving the property in the condition that was expected and was prior seen.

**\*\*\*FINAL WALK-THROUGH IS SCHEDULED FOR 15/20 MINUTES\*\*\***

Most common to check and look for:

- Make sure all negotiated repairs have been completed.
- Included/promised appliances and negotiated personal property are in place.
- Is there any damage from the move? (holes in wall, flooring damaged etc.)
- Is the property free from debris, trash, and personal belongings that should not have been left behind.

## What to bring to closing.



Bring current (**unexpired**) and valid photo ID  
Some **may require 2 forms** of ID



When bringing funds to closing, be aware that  
Good Funds statues impact the state of New York.

If receiving funds of **\$10,000 or more**, they **must be in the form of a wire**. Funds less than \$10,000 may be in the form of a wire, cashier's check (or personal check not to exceed \$500)

**\*\*\*A WARNING BEFORE WIRING FUNDS\*\*\***

Prevent yourself from closing scams. Closing funds are tempting targets for scammers. Beware of emails with last minutes changes to payment or wire instructions. It may be a scam.

### CALL, DON'T EMAIL

Confirm all wiring instructions by phone before transferring funds. Use the phone number from the title company's website or a business card.

### BE SUSPICIOUS

It is **NOT** common for title companies to change wiring instructions & payment info.

### CONFIRM IT ALL

Confirm not just the account number but also the name on the account before receiving a wire.

### VERIFY

The title company can validate that the funds were sent.

### FORWARD, DON'T REPLY

When responding to an email, hit forward instead of reply and then type in the email address. Criminals use email addresses that are very similar to the real one for a company.



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"The Next Move Is Yours" 

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*"Things don't  
happen to you, they  
happen for you, it's  
all about your  
perspective."*

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## COURTNEY JAMES

**M**y life has taken me from Queens to Nassau and now Suffolk County Long Island where I currently reside in the Brookhaven town of Shoreham.

As a New York Native and a skilled real estate professional, I recognize and value the trust my clients place in me and I strive every day to exceed their expectations. I put myself in every client's shoes and have their best interests at heart. I help them understand the real estate market by being as transparent and informative as possible in every transaction and conversation, effectively bridging the gaps between the clients and other parties involved.

I have over 14 years of marketing, sales and negotiation experience, which has prepared me to provide excellent service and guidance to all of my clients, customers and industry professionals. I take pride in my work ethic and core values which has taught me to stay determined, consistent and committed to accomplishing goals and intentions I strive for. These disciplines and values translate directly into my efforts to effectively service my clients and customer. My favorite part is to just "be a good human"!

In addition to being a Realtor expert, I am a huge health advocate! I am the person that is always sharing random health tips to optimize performance. I personally commit to attending the gym six to seven days a week and take my physical health very seriously. For me, that physical fortitude helps to pave the way to a forever advancing mental health. I practice many meditation techniques and breathing exercise to support balance. I educate myself daily on different ways to have a positive impact on myself and all of those around me. The little free time when I am not at the gym or performing real estate activities, you can find me spending time with the dog of all dogs and my princess Jazmin. Truly mans best friend.

As a Douglas Elliman agent, I have the powerful network and unparalleled resources of New York's largest real estate firms behind me. Along with over 100 years of experience and insight to help you take advantage of your wildest real estate dreams. With teamwork, together we'll maximize your most important investment and supply you with all the information you will need to make an educated decision on buying, selling and investing in real estate. The next move is yours...