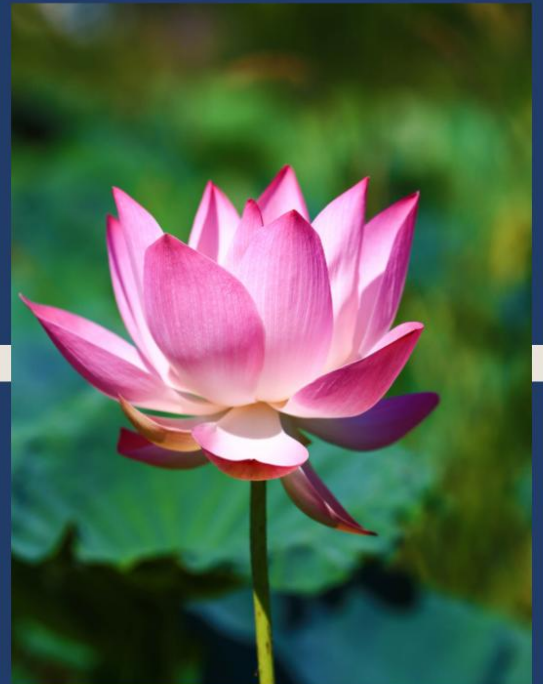




FROM START TO SOLD. ALL
THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL
YOUR HOME..

SOLD.

STEPHANIE WILSON, REALTOR
REALTY EXECUTIVES
865.389.2775 | 865.983.0011
STEPHANIEWILSON@ME.COM





Hi, I'm Stephanie and I believe in home.

Home is more than just a physical space. It's where you feel most comfortable, share moments with loved ones, and create countless memories

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, I can help you navigate the process with ease. I'll outline the process and create a plan, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Stephanie Wilson

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ABOUT ME

STEPHANIE WILSON

Realtor, ABR, CRS, GRI

With over three decades in the real estate industry, I have been dedicated to providing superior service backed by loyalty, honesty and respect. Selling or buying a home is rarely a process. It is often the biggest investment people will make in their lifetime. It is important to work with someone

who has the product knowledge, solid reputation, and who earns your trust from beginning to end.



I love my profession and truly believe that real estate is my calling. My personality traits such as perseverance, stamina and integrity further enhance my reputation. My business philosophy as a Realtor has always been to focus on relationships and results, not sales and closings.

Building trust and transparency is at the core of my mission as your trusted real estate advisor. I am committed to providing you with exceptional service, open communication and guidance throughout your real estate journey.

When I am not working, I lead an active lifestyle with my husband, Gai Wilson, who is a custom home builder. We also enjoy spending time with our six grandchildren and our sweet Aussie-Poo, Molly.

ABOUT ME - CONTINUED

LET'S CONNECT



865.389.2775



865.983.0011



STEPHANIEWILSON@ME.COM



Facebook.com/Stephanie Wilson, Realty Executives



Facebook.com/Stephanie Durham Wilson



Instagram.com/Stephanie Durham Wilson



SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With my modern approach to marketing and a streamlined system for paperwork, I take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING
CONSULTATION
| SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON
THE HOUSE
(AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your Realtor, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

Stephanie



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint
- Clean the windows

Final Clean

Prior to photos and videos give your home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...



Homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

YOUR ULTIMATE CHECKLIST TO:

Prep Your Home For Listing Photos

Preparing your home for listing photos is crucial to make a positive impression on potential buyers. Here's a checklist to ensure your home looks its best for the photo shoot:

CURB APPEAL:

- Mow the lawn and trim bushes.
- Weed flower beds and add fresh mulch.
- Sweep and clean the driveway, sidewalks, and pathways.
- Power wash exterior surfaces, if necessary.
- Ensure the house numbers are visible and in good condition.
- Place a fresh welcome mat at the front door.

EXTERIOR MAINTENANCE:

- Inspect and repair any damaged siding, roof shingles, or gutters.
- Clean windows and remove cobwebs from the exterior.
- Ensure outdoor lighting fixtures are clean and functional.

OUTDOOR SPACES:

- Arrange outdoor furniture neatly and consider adding cushions or decorative pillows.
- Open patio umbrellas and adjust awnings for a tidy appearance.
- Clean and arrange any outdoor accessories, such as planters or decorative accents.



- Remove unnecessary items from countertops, tables, and shelves.
- Clear surfaces of personal items, such as family photos and toiletries.
- Organize closets and storage areas to create a sense of space.

CLEAN AND TIDY:

- Dust all surfaces, including furniture, light fixtures, and ceiling fans.
- Vacuum carpets and rugs, and mop hardwood or tile floors.
- Wipe down appliances, countertops, and kitchen cabinets.
- Clean windows and mirrors to ensure they sparkle.
- Make beds with fresh linens and fluff pillows.
- Empty trash cans and recycling bins.

STAGING

- Arrange furniture to showcase the flow of each room and highlight architectural features.
- Consider adding decorative touches, such as throw pillows, area rugs, and artwork, to enhance the ambiance.
- Ensure curtains and blinds are open to let in natural light.
- Set dining tables with attractive place settings and centerpiece arrangements.

MINOR REPAIRS:

- Repair any visible signs of damage, such as scuff marks on walls or loose doorknobs.
- Touch up paint as needed to freshen up walls and trim.
- Replace burned-out light bulbs and ensure all light fixtures are working properly

PETS

- Temporarily remove pet beds, toys, and food dishes from common areas.
- Vacuum pet hair and clean pet-related messes thoroughly.

FINAL TOUCHES

- Take a final walk-through to ensure everything is in place and looks picture-perfect.
- Turn on all lights and open curtains to maximize brightness.
- Consider adding fresh flowers or plants as a finishing touch.

By following this checklist, you'll ensure that your home is staged and prepared to impress potential buyers in listing photos. Good luck with your home sale!



Stephanie Wilson



1213 W. Lamar Alexander Pkwy.
Maryville, TN 37801

865.389.2775 (cell)

865.983.0011 (office)

STEPHANIEWILSON@ME.COM

 STEPHANIEWILSONREALTOR.COM



**STEPHANIE WILSON, REALTY
EXECUTIVES**



STEPHANIEWILSONREALTOR

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

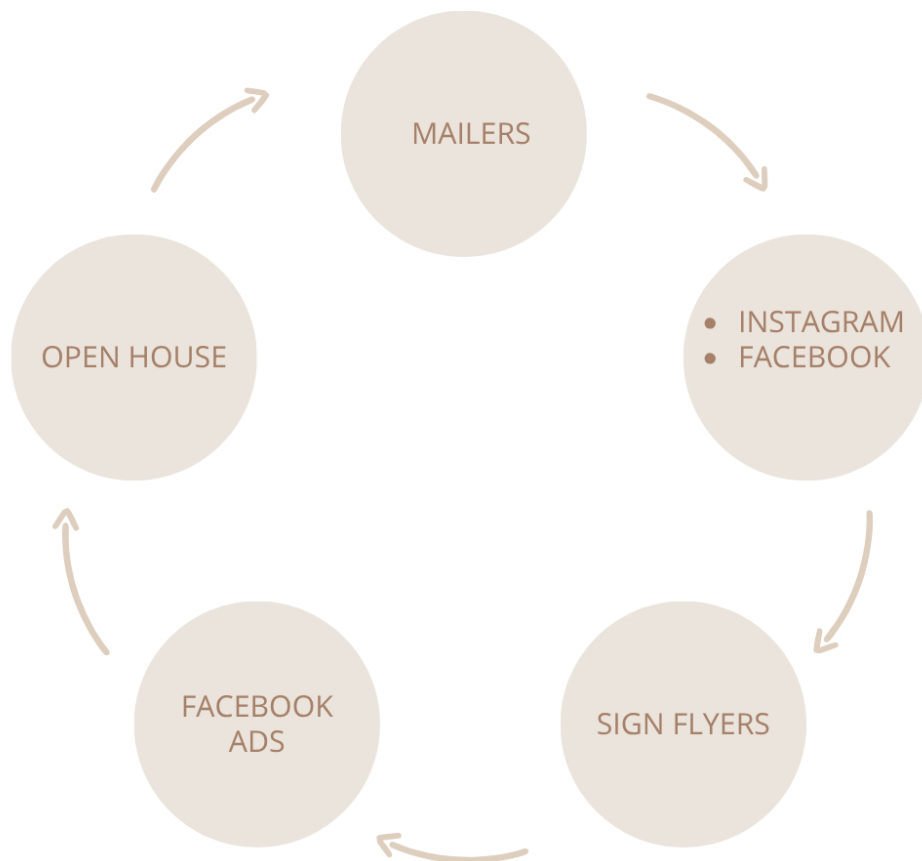
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your MLS Listing Brief, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

The TIMELINE

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

COMING SOON

- Sign is placed in yard
- No showings until ACTIVE on market
- Generates Interest

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.



OPEN HOUSE



Open houses are essential when selling a property, but only if you are comfortable with having an open house.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you —the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

01 Inspection Contingency

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home.

There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the funds transfer or you walk away with check in hand - **SOLD!**





What you **CAN EXPECT**

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Stephanie

what others
ARE SAYING



NEAL AND KARRON P.

"We knew we needed a real professional to represent us to market our home on the lake and we got that! Her enthusiasm, energy level, knowledge of the market and presentation were outstanding. The communication and paperwork were flawless".



RICHARD AND MARY H.

"Stephanie is the single best Realtor we've ever had the pleasure to work with. I do not give praise lightly, but seriously-we were completely amazed by the time and effort she put into our search and eventual home purchase. I would give Stephanie 10 stars if I could. If you're doing any kind of real estate transaction in the greater Knoxville area, she should be your first call. My absolutely highest recommendation".



what others ARE SAYING



MARY M.

“I have dealt with Stephanie three times now in selling, and buying homes. She is, in my opinion, one of the most competent and professional individuals in the real estate business. She is very knowledgeable and willing to go to any lengths to assure you that she is always there for you. She is warm and personable and is interested in one thing-making sure that she sells your home or finds the perfect one for you to buy”.



STEPHANIE Z.

“Stephanie was extremely knowledgeable and helpful throughout the buying and selling process. Her experience is evident, and I would highly recommend her to anyone attempting to buy or sell in the greater Knoxville area. She does a fantastic job of keeping you informed throughout the buying and selling efforts”.



READY TO LIST?

**LET'S MAKE IT
HAPPEN TODAY. GIVE
ME A CALL AND WE
WILL START THE
SELLING PROCESS TO
GET YOUR HOME
SOLD!**



STEPHANIE WILSON

REALTOR

🌐 865.389.2775 (Mobile)

🌐 865.983.0011 (Office)

✉️ stephaniewilson@me.com

