

THE
VETERAN REALTOR®
CHRISTOPHER PASCOE ★★★★★ VETERAN AND PATRIOT

SELLING YOUR *home*

Welcome

Thank you for choosing to put your trust in me. I am grateful for the opportunity to assist you on your journey of selling your home. I am committed to ensuring that all your real estate expectations are not just met, but exceeded! I've created this guide for your convenience and hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be in constant contact guiding you through your sale. Your complete satisfaction is my utmost priority.



ABOUT — me

Chris Pascoe

603-557-0028

CHRIS@TVRNH.COM

WWW.TVRNH.COM



Friendly, hard-working Realtor. Specializes in working with Veterans - as a Marine Veteran, Chris loves working with his fellow Veteran's and helping them utilize their VA loan benefits. His 4 years of service in the U.S. Marine Corps taught him top-notch leadership, management, organizational and communication skills. At the age of 19, Chris was afforded the opportunity to lead and manage Marines as a Corporal, often having strict deadlines for multiple projects and managing all Marines involved. This position of leadership truly enhanced his ability to work with people and manage tasks in an extremely efficient manner, often under extreme pressure and complex work environments. Chris's number one goal as your Realtor is to make your home buying or selling experience as easy and stress free as possible! You will receive nothing short of outstanding customer service, communication, and most importantly loyalty and dedication to serve the client.

MY COMMITMENT TO YOU



COMMUNICATION

Listing your home for sale can be an exciting but stressful time with consistent and open communication, it can ease much of that stress. You will be informed every step of the way from preparation to the closing table.

HANDLING CHALLENGING CONVERSATIONS

I will be your guide and handle negotiations regarding offers, price, contingencies, and more. All offers will be presented in a timely manner and evaluated with you. You may always counter an offer.

STAYING ON TOP OF THE PAPERWORK

Selling a home involves various documents which may need your signature along the way. We offer DOTLOOP for easy access to all your documents with the ability for electronic signing.

ON YOUR SIDE

As your Seller's Agent, we have a fiduciary to protect your best interests. We will use reasonable skill and care, and maintain confidentiality. We will be loyal, accountable, diligent and obey your lawful instructions throughout our dealings.

SUPPORT

Once you accept and offer, there are important milestones to be completed specified within your contract. I will make sure you are informed that these timely conditions, such as EMD delivery, inspection deadlines, financing commitment, etc. have been met.

PROBLEM SOLVER

I will work hard to protect all of your interests and address any issues that may arise throughout the process to make this an exciting time for you and your family.



NINE

STEPS TO A SUCCESSFUL LISTING

1

LISTING PROCESS

5

PRO PHOTOGRAPHY

2

MARKET PREPRATION

6

SOCIAL MEDIA

3

INTERIOR PREP

7

OPEN HOUSES

4

EXTERIOR PREP

8

OFFER ACCEPTED

9

CLOSING DAY



Listing Process

01

BEFORE LISTING

- Schedule appointment with me
- Discuss best strategy
- Formal listing presentation
- Executed listing agreement
- Property evaluation
- Complete market analysis
- Establish sales price
- Discuss home preparedness

LISTED & ACTIVE

- Seller Disclosures completed
- Professional photography taken
- Signs installed
- Submit to multiple listing service
- Showings begin
- E-mail campaigns started
- Open House scheduled

UNDER CONTRACT

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspection completed
- Appraisal completed
- Contingencies removed
- Sale closes
- Refer friends to me!





02

Preparing to hit the market

Time to declutter and get organized by making repairs and alterations that will make your home shine above while maximizing buyer interest and value.

Potential buyers want to feel like they can fit all their belongings and see themselves living comfortably in your home.

Remember... First Impressions last a lifetime.

Rooms should appear spacious. Store unnecessary furniture and decor to allow for easy movement around the room and throughout the house.

CRHIS PASCOE | SELLING YOUR HOME



IMPORTANT AREAS

03

INTERIOR PREP:



Clear all surface areas including tables, bookshelves & countertops of clutter



Remove all items around sinks and in showers/baths



Replace all non-working bulbs with bulbs of the same color.

Wash all windows and mirrors and open all draperies

Remove all pet related items and food

Assess personal items on the walls and fill holes with touch-up paint

All laundry put away

Take all trash out

Move all sensitive paperwork and medication to a secure area



04 IMPORTANT AREAS

EXTERIOR PREP:



Mow both front and back of your lawn. Edge and blow away clippings.



Store large trash cans, lawn equipment, and toys.



Pick up any pet "left behinds" in the yard

- Wash all windows, clean screens and roof shingles if needed

- Touch up paint and powerwash vinyl if needed

- Move any extra vehicles from the driveway

- Display seasonal flowers and landscaping

- Weed any flower beds, trim shubberies

- Clean entries from debris, if inclement weather remove snow and ice



05 Pro Photography



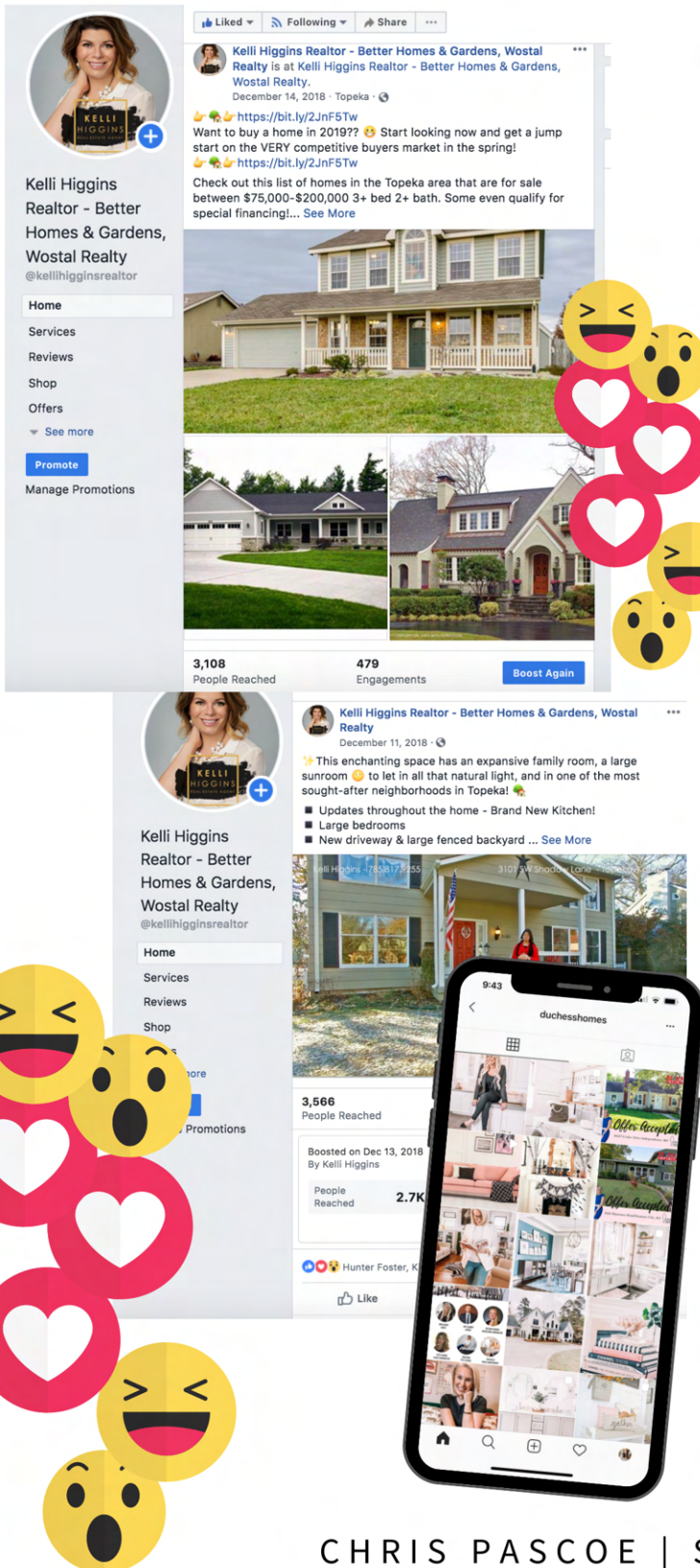
Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! A professional will come to take the best pictures and video. They are all completely edited to make sure your home is shown perfectly!

Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster.



06 Social Media Strategy



Online website distribution

- Zillow.com PREMIER Agents
- Realtor.com
- Targeted Online Campaign
- Targeted Email Campaign
- Google
- Social Media Post
 - Facebook
 - Instagram
 - YOUTUBE
- REDFIN
- Homefinder
- Homes.com
- HomeSnap
- MLS



07 Open Houses

I **LOVE** showcasing your home with an open house.

A lot of buyers like to look at a home without any pressure.

Sometimes they start the process by going to the open house first then follow up with a tour by their real estate agent.



PREPARATION:

- Post on all major websites including Zillow, REDFIN, and the MLS.
- Open House signage
- Post to social media accounts
- Social Media Paid Ads can be of great value
- Arrive on time with printed materials
- Welcome BUYERS!



YOUR MOVE

OFFER ACCEPTED

08

You accepted an offer so start packing!

Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition.

Get copies of medical records and store them with your other important documents.

Create an inventory of anything valuable that you plan to move.

Get estimates from moving companies and book before the closing date.

Begin packing your belongings.

Clean the home

Contact Utility Companies.

Change Address on all mailings and subscriptions.



09

CLOSING DAY

FINAL WALKTHROUGH

Buyer's will do a final walkthrough of the home within 24 hours of closing to make sure your home is in the same condition as seen. The property should be in broom clean condition with reasonable wear and tear. Ensure all closets, cabinets, garage, storage areas, attic, and basement are all empty.

THE GRAND FINALE

Closing is when you pass ownership to your new buyer. Please bring all keys and garage door openers with you unless other arrangements have been made. You will need a valid ID for this event. You can expect the Buyers, Attorneys, Realtors, Loan Officers to be present for the final signing. You will receive all your funds at the time of closing.

CONGRATULATIONS!

