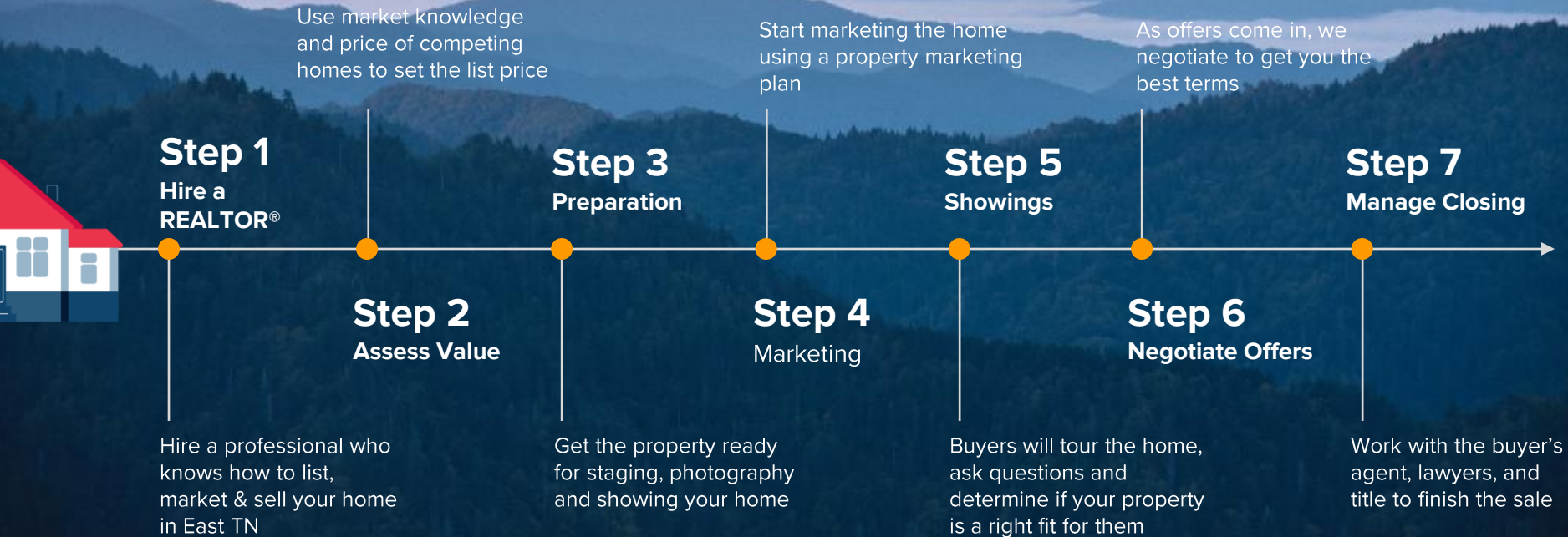




# Jo's Sellers Guide: Residential Property



# Property Selling Process



# How's the Market Overall?

↓ mid 6%

↑ 5.7%  
slowing

↑ 90+  
slowing

## Interest Rates for 30-Year Fixed Mortgage

Interest rates are no longer at historical lows, though increases are somewhat stabilizing in a long-term average range. This could affect buyers' willingness to jump in or they may have to re-assess their budgets to fit monthly payment comfort levels.

## Change in Average Sales Price Over Last 12 Months

Prices are going up, which indicates healthy demand. Prices are forecasted to increase over the next year, though the percentage growth expected to slow

## Days on Market (6 Months is Balanced Market)

With only 3 months of housing inventory in our market, coupled with increasing average sales prices, pendulum is shifting away from a strong seller's market. You can benefit from current conditions if you are listing your property strategically- price it right from day one

### 2025 MORTGAGE RATE FORECAST



### 2025 HOME PRICE PROJECTIONS



### SINGLE FAMILY HOME MONTHS SUPPLY



# East Tennessee Specifically?

## Dandridge

Market Snapshot: Sales Price

| Median Sales Price  | Change Over Last Month | Change Over Last 3 Months | Change Over Last 12 Months | Change Over Last 24 Months |
|---------------------|------------------------|---------------------------|----------------------------|----------------------------|
| <b>\$314K</b>       | ↓ 19.66%               | ↓ 27.92%                  | ↓ 1.4%                     | ↑ 1.31%                    |
| Updated: 12/31/2024 |                        |                           |                            |                            |

|                                | New Listings | Pending     | Closed      |
|--------------------------------|--------------|-------------|-------------|
| <b>Low Price / Value</b>       | \$225,000    | \$239,900   | \$1,975     |
| <b>Median Price / Value</b>    | \$269,900    | \$269,450   | \$255,000   |
| <b>High Price / Value</b>      | \$298,900    | \$299,000   | \$300,000   |
| <b>Average Price / Sq. Ft.</b> | \$198        | \$183       | \$176       |
| <b>Median Price / Sq. Ft.</b>  | \$178        | \$187       | \$178       |
| <b>Average Days in RPR</b>     | 42           | 212         | 69          |
| <b>Median Days in RPR</b>      | 51           | 63          | 67          |
| <b>Total Volume</b>            | \$2,715,290  | \$1,077,800 | \$2,149,674 |

## Morristown

Market Snapshot: Sales Price

| Median Sales Price  | Change Over Last Month | Change Over Last 3 Months | Change Over Last 12 Months | Change Over Last 24 Months |
|---------------------|------------------------|---------------------------|----------------------------|----------------------------|
| <b>\$271K</b>       | ↓ 17.67%               | ↓ 10.33%                  | ↓ 6.43%                    | ↓ 4.82%                    |
| Updated: 11/30/2024 |                        |                           |                            |                            |

|                                | New Listings | Pending     | Closed      |
|--------------------------------|--------------|-------------|-------------|
| <b>Low Price / Value</b>       | \$215,000    | \$189,900   | \$125,000   |
| <b>Median Price / Value</b>    | \$309,950    | \$286,450   | \$272,795   |
| <b>High Price / Value</b>      | \$769,000    | \$559,900   | \$820,000   |
| <b>Average Price / Sq. Ft.</b> | \$157        | \$184       | \$168       |
| <b>Median Price / Sq. Ft.</b>  | \$156        | \$177       | \$158       |
| <b>Average Days in RPR</b>     | 69           | 103         | 29          |
| <b>Median Days in RPR</b>      | 40           | 61          | -           |
| <b>Total Volume</b>            | \$3,762,399  | \$3,120,350 | \$3,212,590 |

## Sevierville

Market Snapshot: Sales Price

| Median Sales Price  | Change Over Last Month | Change Over Last 3 Months | Change Over Last 12 Months | Change Over Last 24 Months |
|---------------------|------------------------|---------------------------|----------------------------|----------------------------|
| <b>\$539K</b>       | ↑ 8.08%                | ↑ 10.64%                  | ↓ 7.69%                    | ↑ 14.77%                   |
| Updated: 11/30/2024 |                        |                           |                            |                            |

About this data: The Metrics displayed here reflect median sales price for SFR using MLS listing data.

|                                | New Listings | Pending     | Closed      |
|--------------------------------|--------------|-------------|-------------|
| <b>Low Price / Value</b>       | \$249,909    | \$265,000   | \$255,000   |
| <b>Median Price / Value</b>    | \$594,000    | \$514,950   | \$639,500   |
| <b>High Price / Value</b>      | \$1,750,000  | \$2,250,000 | \$1,469,000 |
| <b>Average Price / Sq. Ft.</b> | \$366        | \$329       | \$331       |
| <b>Median Price / Sq. Ft.</b>  | \$343        | \$329       | \$325       |
| <b>Average Days in RPR</b>     | 32           | 47          | 94          |
| <b>Median Days in RPR</b>      | 12           | 22          | 87          |
| <b>Total Volume</b>            | \$8,951,808  | \$8,458,899 | \$7,482,349 |

Source: RPR Market Activity Report

# Recent Sales & Projects



## Modern Mountain Style Pigeon Forge

Assisted Builder/Seller in how to best stage the cabin to be turn-key ready to attract buyer investors looking for great location, low maintenance & beautiful style



## Beautiful Home overlooking the River

Prepared Seller's and their property for listing while focused on target marketing to Relocation buyers looking for waterfront properties in East Tennessee



## Douglas Lake Lot with Views

We advised seller on prepping the lake lot property to maximize views and used drone video to market its bestselling feature- the water and mountain views



## Cabin with Stunning Views in Gatlinburg

Marketing selling features effectively to attract buyer offers quickly. **Views, views views! Highlight your cabin's best features**



# Your East Tennessee Selling Team



**Dagan Greene**  
*Principal Broker,  
Knoxville Office*



**Jo Schultheiss**  
**Team Lead**  
*Realtor®*



**Whittani Walden**  
*Principal Broker,  
Sevierville Office*



**Lydia Hannah McKinney**  
*Foothills Title*



**Edna Price**  
*Stockton Mortgage*

# Recognition & Associations



Certified  
Residential  
Specialist



University of  
Phoenix™



University of  
New Hampshire

B.S. Undergraduate Degree & MBA, Graduate Degree



Accredited Buyer's Representative



Member of both local REALTORS® Associations



Resort & Second Home Property Specialist



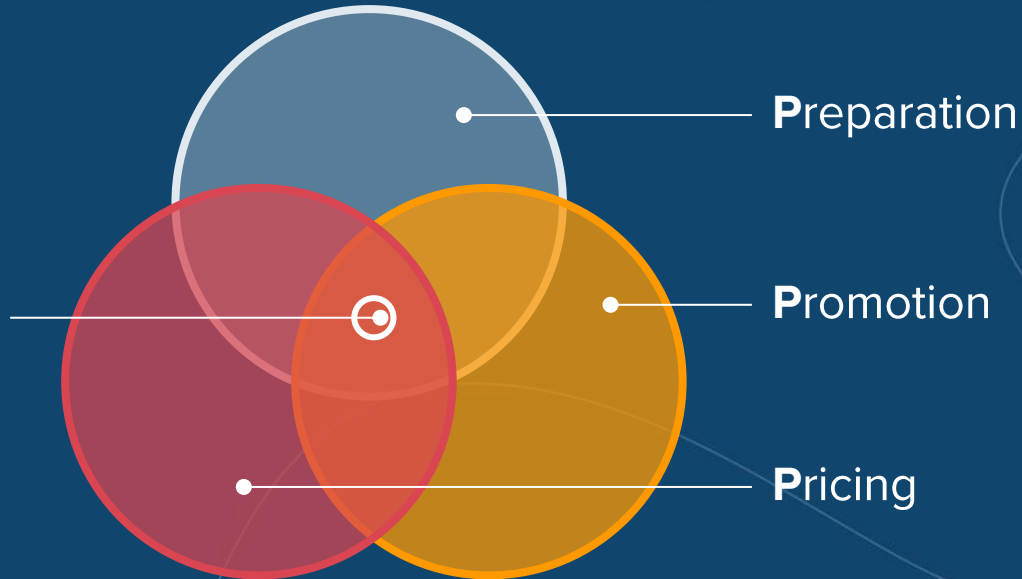
Military Relocation Specialist



# How do we get results?

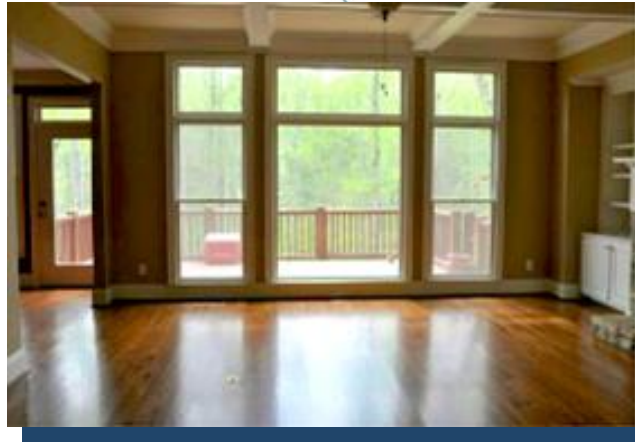
## The 3 P's of Marketing

*Where the Magic Happens*



# Staging & Photography

According to the popular home search sites, the key driver to website traffic to your home is the number of high-quality photos of your home. Online Traffic turns into foot traffic and showings, which result in offers from buyers.

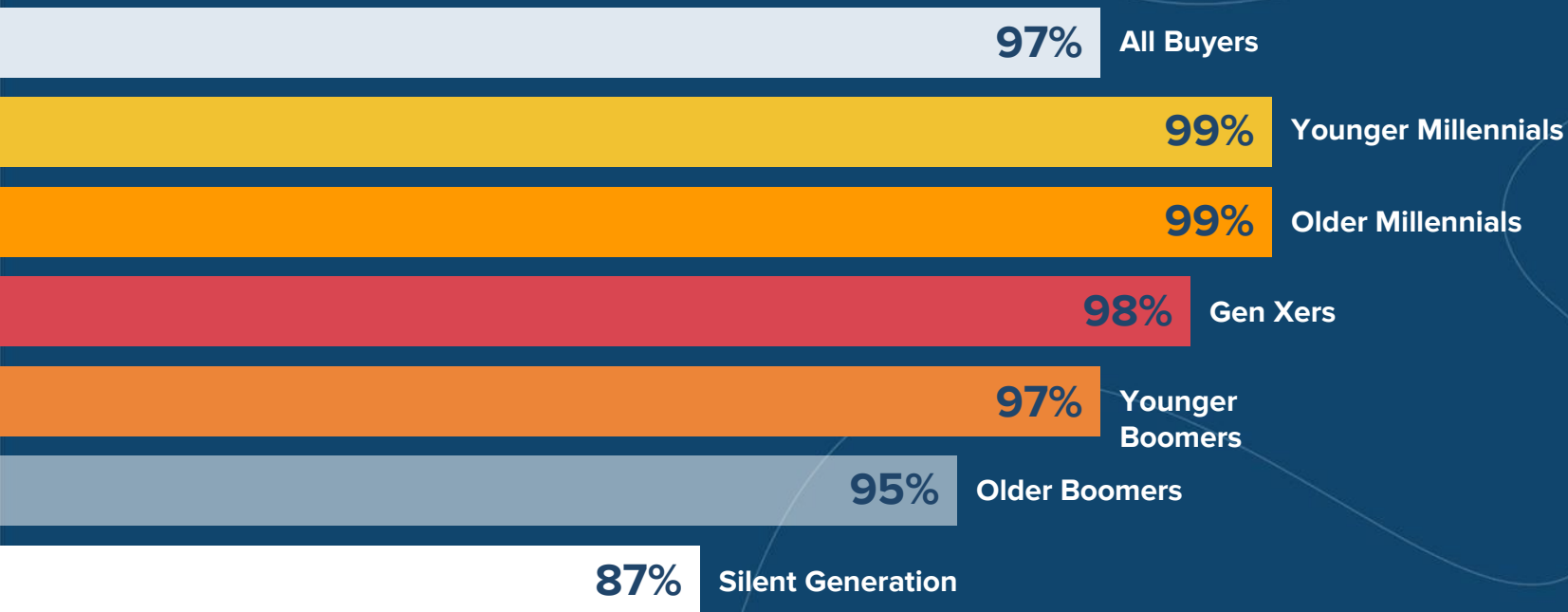


**Before**

***After***



# Who Uses the Internet to Search for Homes?



# Where Buyers View Listings

|                                                                                               | Total Visitors | Average Visit Duration |
|-----------------------------------------------------------------------------------------------|----------------|------------------------|
|  Zillow      | 271.4M         | 6:21 Minutes           |
|  realtor.com | 142.5M         | 6:05 Minutes           |
|  trulia      | 46.98M         | 4:54 Minutes           |
|  Homes.com   | 8.32M          | 3:43 Minutes           |
|  facebook    | 20.95B         | 10:06 Minutes          |
|  Instagram   | 6.29B          | 7:48 Minutes           |
|  YouTube     | 33.77B         | 21:27 Minutes          |



# Our Property Marketing Plan Gets Results

- |                                                        |               |
|--------------------------------------------------------|---------------|
| → Sign Posted in Front Yard                            | Once at Start |
| → Property Landing Page Published to Website           | Once at Start |
| → Property Tour Video Added to YouTube Channel         | Once at Start |
| → Photos & Videos Posted to Facebook Business Page     | Weekly        |
| → Photos & Videos Posted to Instagram Business Account | Weekly        |
| → YouTube Ad Campaign to Active Real Estate Searchers  | Ongoing       |
| → Facebook Ad Campaign to Real Estate Interested       | Ongoing       |
| → Instagram Ad Campaign to Real Estate Interested      | Ongoing       |
| → Google Display Ads to Active Real Estate Searchers   | Ongoing       |
| → New Listing Email Announcement to Email List         | Ongoing       |

# Pricing Strategy

When it comes to pricing strategy, there's a relationship between List Price and Condition of the Home.

The better the condition the home, the higher the list price can be that will still bring in strong offers. The poorer the condition of the home, the lower the list price has to be to get showings and offers.

The market will usually reject overpriced homes with few or no showings and no offers. If a home is slightly overpriced, it tends to produce low-ball offers.



# Next Steps:

## Pricing Strategy & Review Paperwork



# About our Team



**Jo Schultheiss**



The Real Estate Firm uses technology & experience to make your next move easy & enjoyable. We help home buyers search and find East Tennessee homes, land or investment property for sale. We negotiate to our clients' advantage and make moving as easy as possible.

We help East Tennessee home sellers prepare their home for the market, set a pricing strategy, and find buyers for their homes through innovative, effective marketing.

Jo Schultheiss is a consummate real estate professional who works with her clients to sell their homes for best market values. Jo also works with her clients to use real estate to build wealth and passive income by becoming investors in the Smoky Mountain Short Term rental opportunities.

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**Email:** [jo.tn.sold@gmail.com](mailto:jo.tn.sold@gmail.com)