Jo's Seller's Guide Investment Property

Investment Property Selling Process

Step 1
Hire a REALTOR®

Hire a professional who knows how to list, market & sell your STR Cabin in the Smokies

Step 2
Assess Value

Use market knowledge and price of competing Cabins to set the list price

Step 3
Preparation

Get the Cabin ready for staging, photography and showing the property. Coordinate with Property Management Company

Step 4
Marketing

Start marketing the cabin using a property marketing plan

Step 5
Showings

Buyers will tour the cabin, ask questions and determine if your investment property is a right fit for them

Step 6
Negotiate Offers

As offers come in, we negotiate to get you the best terms

Step 7
Manage Closing

Work with the buyer's agent, lawyers, and title to finish the sale

How’s the Market Overall?

mid 6%

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.

5.7%
slowing

Change in Average Sales Price Over Last 12 Months

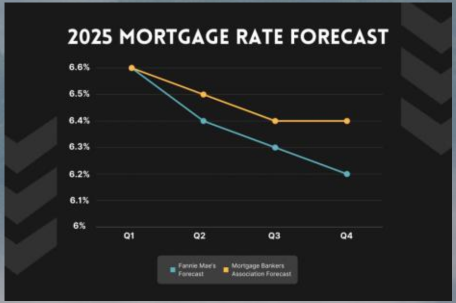
Prices are going up, which indicates healthy demand. Prices are forecasted to increase over the next year, though the percentage growth expected to slow

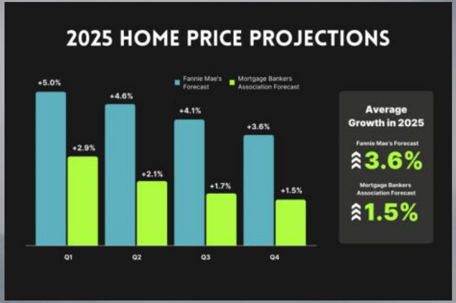
90+

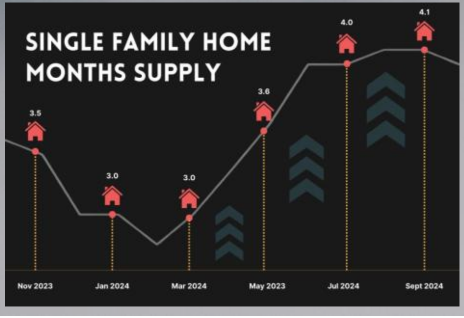
slowing

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 from a strong seller’s market. You can benefit from current conditions if you are listing your cabin strategically







Smoky Mountains Specifically?

Pigeon Forge

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
$848K Updated: 11/30/2024	↑ 22.83%	↑ 51.34%	↑ 55.5%	↓ 5.04%

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

	New New Listings	Pending	Closed
Low Price / Value	$365,900	$415,000	$385,000
Median Price / Value	$517,450	$700,000	$574,950
High Price / Value	$1,493,999	$1,250,000	$2,445,000
Average Price / Sq. Ft.	$428	$404	$397
Median Price / Sq. Ft.	$377	$376	$402
Average Days in RPR	75	106	91
Median Days in RPR	65	99	73
Total Volume	$7,616,698	$8,036,650	$8,473,900

Gatlinburg

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
$1.03M Updated: 11/30/2024	↑ 64.15%	↑ 32.54%	↑ 20.76%	↑ 49.64%

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

	New New Listings	Pending	Closed
Low Price / Value	$550,000	$434,000	$562,000
Median Price / Value	$811,950	$787,450	$1,460,500
High Price / Value	$1,945,000	$1,600,000	$1,750,000
Average Price / Sq. Ft.	$474	$356	$401
Median Price / Sq. Ft.	$483	$354	$398
Average Days in RPR	45	142	106
Median Days in RPR	40	130	97
Total Volume	$9,156,699	$9,446,899	$13,196,000

Sevierville

Market Snapshot: Sales Price

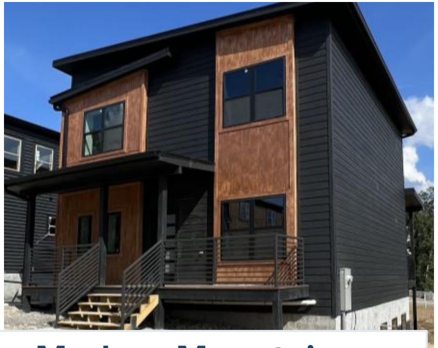
Median Sales Price	Change Over Last Month	Change Over Last 3 Months	Change Over Last 12 Months	Change Over Last 24 Months
$539K Updated: 11/30/2024	↑ 8.08%	↑ 10.64%	↓ 7.69%	↑ 14.77%

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

	New New Listings	Pending	Closed
Low Price / Value	$249,909	$265,000	$255,000
Median Price / Value	$594,000	$514,950	$639,500
High Price / Value	$1,750,000	$2,250,000	$1,469,000
Average Price / Sq. Ft.	$366	$329	$331
Median Price / Sq. Ft.	$343	$329	$325
Average Days in RPR	32	47	94
Median Days in RPR	12	22	87
Total Volume	$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

Adorable Cabin in Pigeon Forge

Prepared Seller's and their property for listing while ***simultaneously marketed to network- SOLD OFF MARKET.*** Seller never had to pull off rental calendar for showings, maximizing $$ until closed

Lovely income Producer in Sevierville

We advised the seller on highly desired renovations resulting in ***200% ROI*** and under contract within 14 days of listing, after back-to-back showings

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 Smoky Mountain Selling Team

Dagan Greene
Principal Broker,
Knoxville Office

Jo Schultheiss
Team Lead
Realtor®

Whittani Walden
Principal Broker,
Sevierville Office

Lydia Hannah McKinney
Foothills Title

Troy Brown, Attorney
Saber 1031 Exchange

Recognition & Associations

Graduate, REALTOR® Institute

CRS

Certified Residential Specialist

ABR®

Accredited Buyer's Representative

RSPS

Resort & Second Home Property Specialist

C2EX

REALTORS® COMMITMENT TO EXCELLENCE

MRP

Military Relocation Specialist

University of Phoenix

University of New Hampshire

B.S. Undergraduate Degree & MBA, Graduate Degree

GSMAR

Great Smoky Mountains Association of REALTORS®

East Tennessee REALTORS®

Member of both local REALTORS® Associations

EQUAL HOUSING OPPORTUNITY

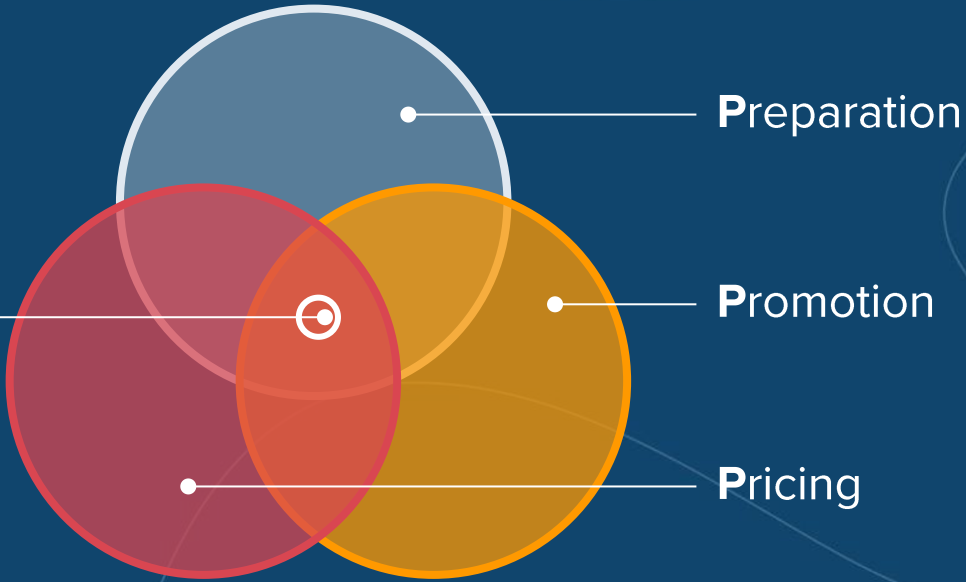
REALTOR®

AT HOME WITH DIVERSITY®

How do we get results?

The 3 P's of Marketing

Where the Magic Happens



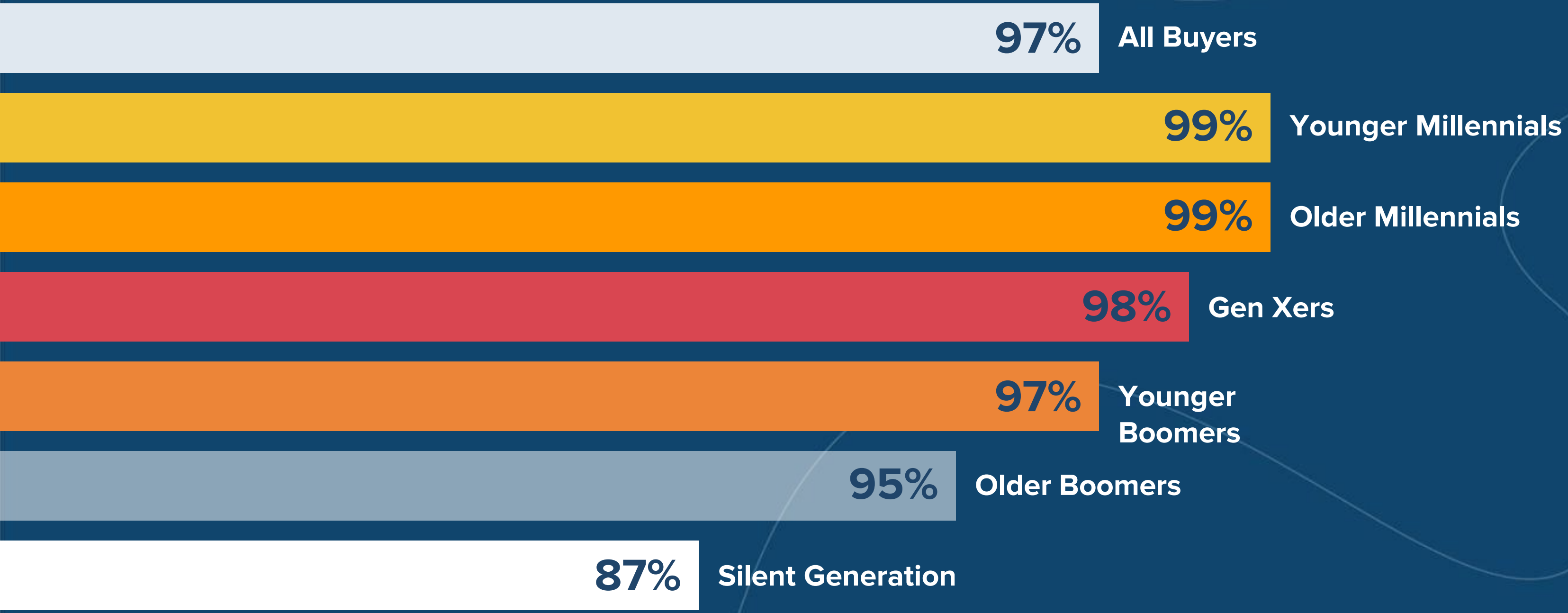
Staging & Photography

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

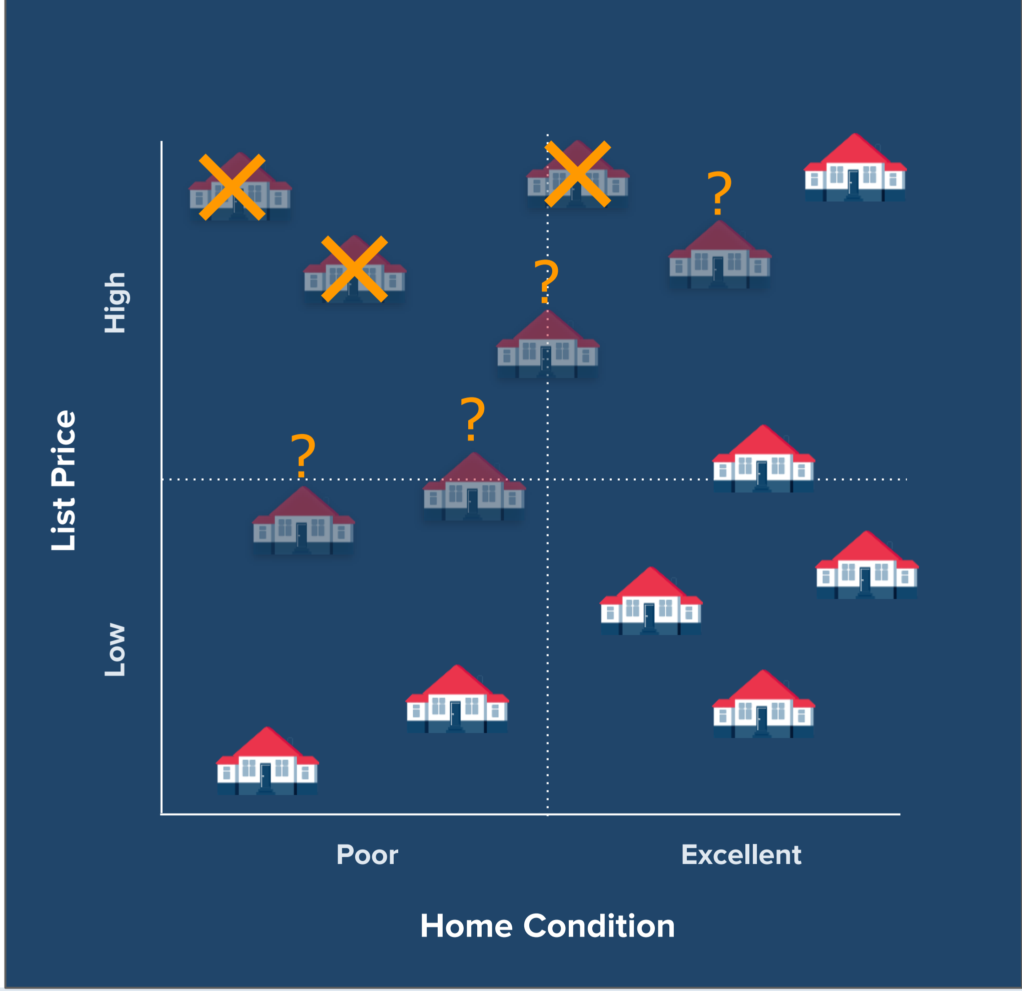
→	Sign Posted in Front Yard	Once at Start
→	Property Landing Page Published to Website	Once at Start
→	Property Tour Video Added to YouTube Channel	Once at Start
→	Photos & Videos Posted to Facebook Business Page	Weekly
→	Photos & Videos Posted to Instagram Business Account	Weekly
→	YouTube Ad Campaign 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
→	Listing Posted in Multiple Listing Service (MLS)	Ongoing
→	Listing Syndicated to Popular Home Search Sites	Ongoing
→	Postcard Mail Drop	Once at Start
→	Open House Campaign & Event	Monthly
→	Agent Door Knocking with Printed Flyer	Once at Start
→	Metrics Evaluation & Campaign Adjustments	Weekly
→	Agent Feedback Report from Buyer Tours	Monthly

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. She is supported by Jenna Ball & Rachael Wilhoit to assure our clients we will have the capacity to meet your needs, on your timeline.

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The Real Estate Firm® Sevierville