



HOME SELLER GUIDE

A COMPLETE GUIDE

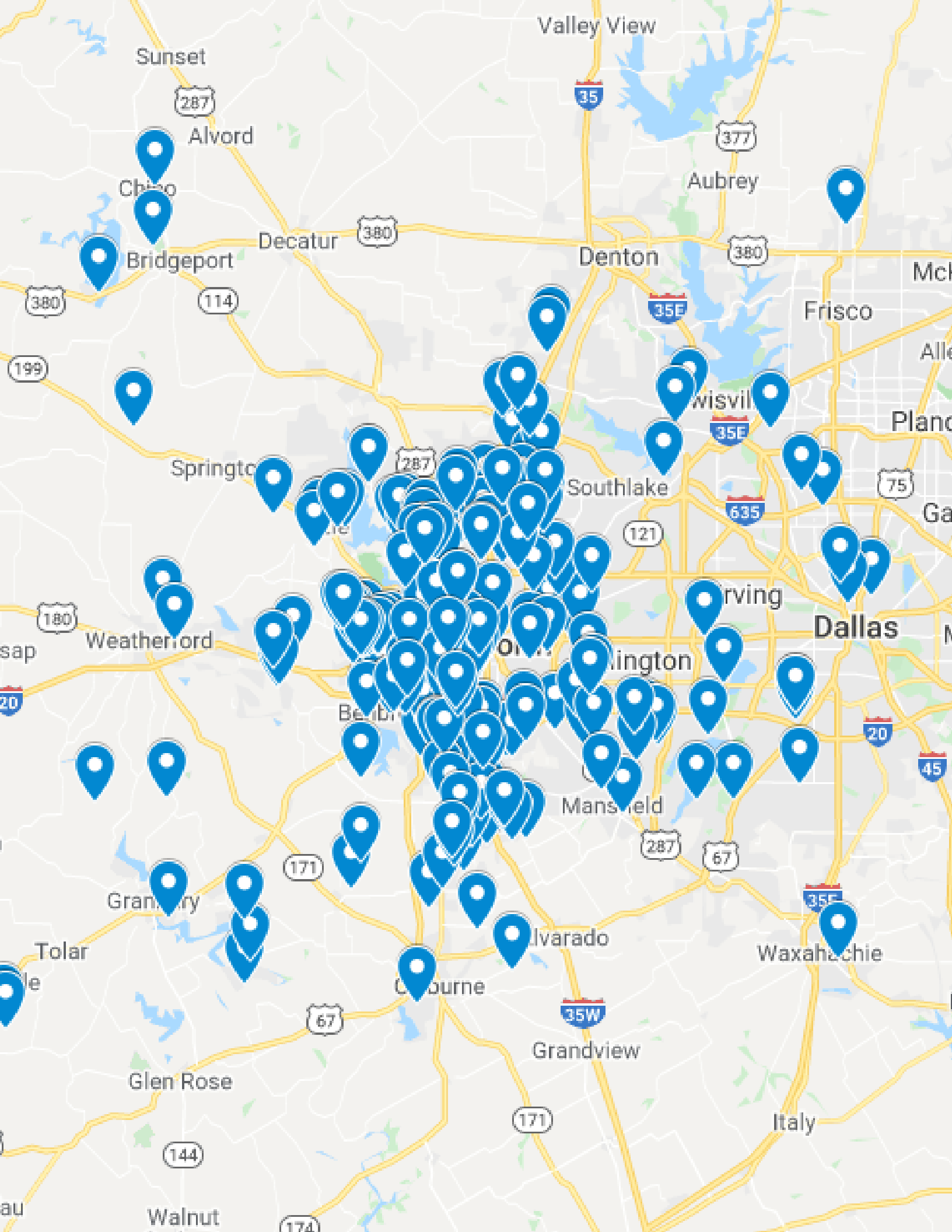
SELLER GUIDE



At its core, real estate sales and marketing is not complex. It's not easy either. We go to work each day with the understanding that simple concepts, executed flawlessly, produce results. Regardless of whether your home is valued at \$1 or \$1 Million, it deserves the best representation in the market. Today we will review your values, hopes, and desires for the journey you stand ready to embark upon. With that information in mind, we will execute a marketing plan combining both innovative and traditional strategies to accomplish your goals!



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A TEAM THAT **OUTPERFORMS** AN INDIVIDUAL



We have sold more than 300 homes to date and we can't wait to help you sell yours.

Meet the Team



Brady Bridges
Broker/Owner



Kelbie Gehm
Client Care Coordinator



Bradley Patterson
Agent



Cheyenne Copeland
Agent



Derrik States
Agent



Erika Myers
Agent



Holly Winn
Agent



Lori Brookshire
Agent



Micaela Mead
Agent



Stephanie Casco
Agent



Stephanie Gutierrez
Agent



Steven Hayes
Agent



**FROM
OUR
CLIENTS**

"Erika was such a Blessing for us. We had been looking for a new home (we sold ours quicker than we expected)! We had been looking at so many homes but so many of them weren't going to be available still for a few months. Once we met Erika she got the ball rolling and we were able to get into a new home sooner than we expected. Very friendly, knowledgeable, and professional. And she was always available to take our calls and answer any questions or concerns we had. Would definitely recommend her to anyone looking for a Realtor"

RUDY M.

"Brady guided & educated me through the entire selling process of my home. He was resourceful, ethical, and accessible, which are quality services I much value as a customer. He did what he said ."

PERLA E.

"We called Holly Winn at 1 pm on a Sunday with a home we liked to find out final offers were due at 6 pm. We live out of state and she hopped over to the house to make sure it was as advertised. She helped us craft a strong offer knowing the area and home would be popular. Such a strong offer that we sit in that home today!! So grateful for her expertise in understanding buyers and sellers!! And she picked up the keys for us since we are so far away! Thanks so much, Holly — you rocked it!!!"

KATHY C.

"Stephanie Casco was our real estate agent in 2018, and she was phenomenal! She truly listened to our family's needs in buying a home, and we couldn't be happier. I would recommend her to anyone."

COURTNEY S.



WHO WE ARE

OUR TEAM APPROACH

When you hire our team of real estate professionals, you get more than the average real estate experience.

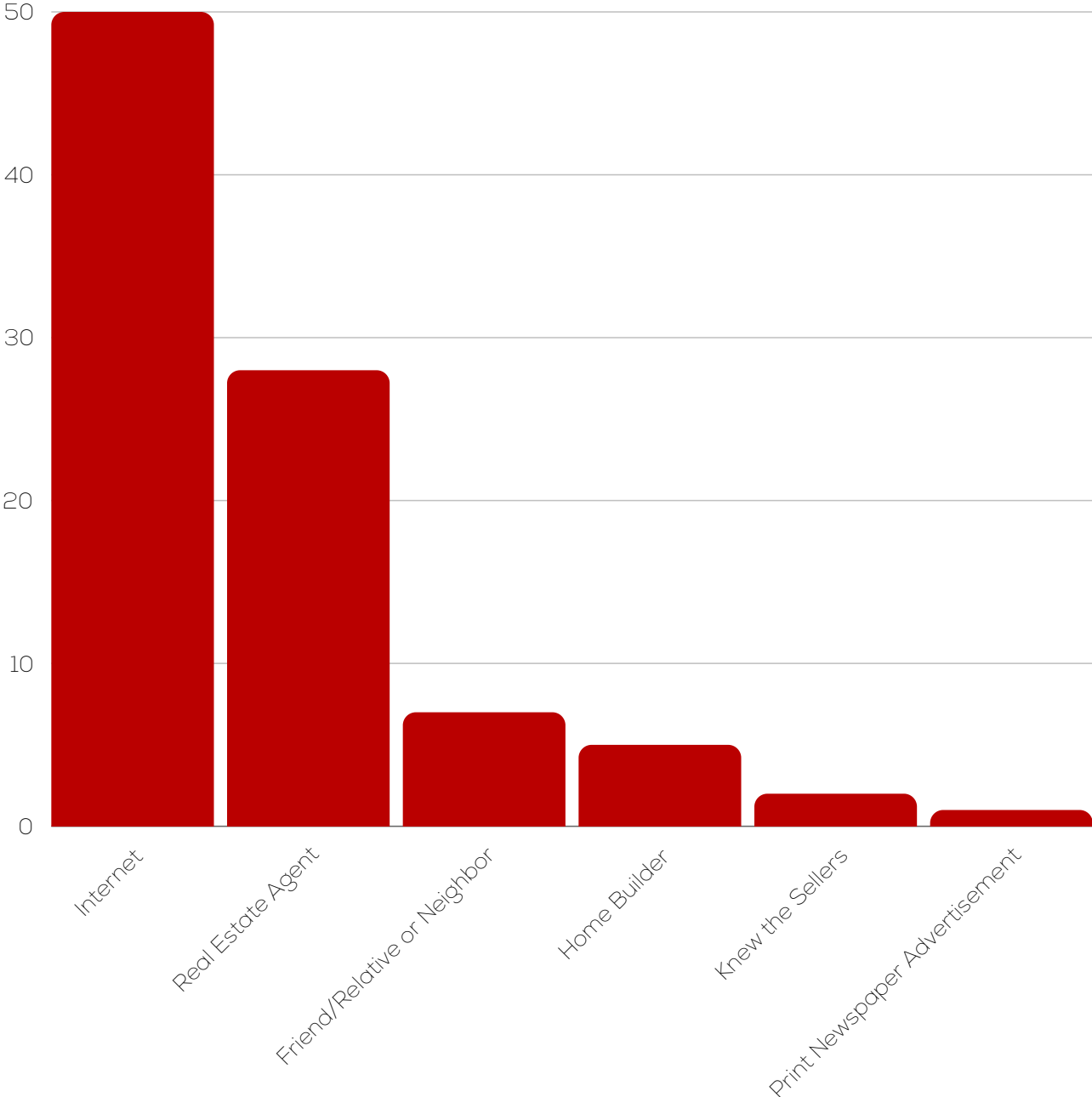
You gain access to a larger network, dedicated marketing staff, expert transaction coordination, and a team of professionals who diligently follow up with buyers. All of these benefits make it possible for your agent to focus specifically on your needs and get the maximum results.





MARKETING

WHERE BUYERS FOUND THE HOME THEY PURCHASED



TODAY'S BUYER



Among buyers who used the internet during their home search, 87% of buyers found photos and 85% found detailed information about the properties for sale very useful.

44% of recent buyers started the home buying process by looking online at properties for sale, while 17% of buyers first contacted a real estate agent.



78% of recent buyers found their real estate agent to be a very useful information source. Online websites were seen as the most useful information source at 88%.

Homes with high-quality photography sell 32 percent faster. Homes with more photos sell faster, too.



A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

For homes in the \$200,000 to \$1 million range, those that include high-quality photography in their listings sell for \$3,000-\$11,000 more.



MEDIA & TECHNOLOGY

Photography & Video

Facebook/Instagram

Marketing Materials


Real Estate Sites: Zillow, Realtor.com, etc.

Advertising

Website/Blog

Database

Agents/Network

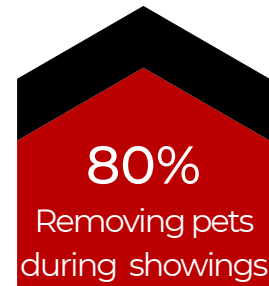
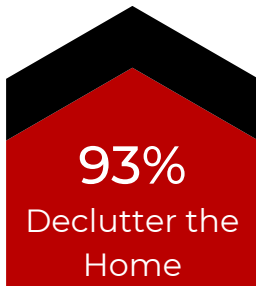


STAGING & DESIGN

DECREASE YOUR TIME ON THE MARKET

In a recent survey by the National Association of Realtors, 62% of sellers said staging made a difference and decreased time on the market. Bottom line: creating a great first impression that showcases each space can play a huge role in how quickly your home sells! Whether it be professional staging, a few tips to de-clutter, or a referral to a great professional cleaning service, we've got you covered. Not sure what you need? Just ask! Our team has extensive remodeling and design experience and knows what it takes to stage a home to sell. We have access to some of the most reasonable and well qualified tradesmen in the marketplace. We have access to professional stagers and interior designers to help you get your home's look 'just right'.

THE MOST COMMON HOME IMPROVEMENT RECOMMENDATIONS FROM AGENTS TO SELLERS!



STAGING THE LIVING ROOM FOR BUYERS WAS FOUND TO BE MOST IMPORTANT (55%), FOLLOWED BY THE MASTER BEDROOM (51%) AND KITCHEN (41%).



ABOUT 33% OF BUYERS' AGENTS SAID THAT STAGING A HOME INCREASED THE DOLLAR VALUE OFFERED BETWEEN 1%-5% COMPARED TO OTHER SIMILAR HOMES ON THE MARKET THAT ARE NOT STAGED.



49% OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.



PRICING STRATEGY

PRICING STRATEGY: PRICE IT RIGHT

Every component of a marketing strategy results in a moment of truth about the quality of your home – and presenting your home to the world is not a responsibility we take lightly. That translates into the quality of our processes, our technology, and our marketing. Bringing these components together results in a comprehensive marketing program that shares with potential buyers the unique story your home has to tell. Our focus on people, product, and technology makes us the unparalleled choice to market your home.

Pricing your home correctly from the start is a critical factor in getting your home sold. Considerations for a pricing strategy include determining accurate market value to generate higher buyer interest, capitalizing on higher levels of activity when the property is new to the market, and viewing the home through the lens of the buyer. Location, market, age, condition, improvements, and the neighborhood are all factors that are considered.

EVENT PRICING

Pricing model used to create maximum exposure through value pricing in hope of attracting multiple bids

ASPIRATION PRICING

Pricing model used to appeal to very few unique buyers that would pay the absolute most

DATA DRIVEN

Pricing model rooted in recent past sales for precedent while factoring in current competition and market trends





NEXT STEPS

FROM PRE-LISTING TO CLOSING

PRE-LISTING DECLUTTER

Decluttering allows the buyer to see the amenities and beauty of the home, not the seller's things. Put away all personal photos and family knick-knacks. Try to clear about 50% of the items off of shelves, cabinets, and other surfaces. Organize and pare down closets and cabinets to give the appearance of ample storage. It may seem bare to you but it allows your property to shine by allowing buyers to envision the home as their own.



FIX THE SMALL STUFF

When selling a house, you should have your handyman on speed dial. Make sure anything and everything that needs to be fixed (think: locks, hardware, leaky faucets, running toilets, cracks in the walls, broken appliances, squeaky doors, etc.) has been taken care of before listing your home. Otherwise, buyers may think your home hasn't been well taken care of, which can be a turn-off for many.



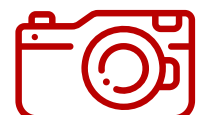
EXTERIOR

Make your front door visible and accessible to buyers. Paint the door, clear debris and clutter from the walkway and yard, mow the lawn, and prune hedges. Pot or plant colorful annuals and perennials to attract attention from the street. Fix broken screens, doorbells, roof tiles, shingles, and outdoor lighting, and replace your doormat. Exterior defects can make a poor first impression on buyers.



SCHEDULE PHOTOGRAPHY

Prepare your home for professional photography.



LISTING

The listing goes live on MLS and our marketing strategy is initiated.

Keep the home clean and organized for showings

- Wash dishes after every meal to keep the kitchen tidy.
- Put shower items/soaps/toothbrushes in a cabinet after each use.
- Make arrangements for pets to be out of the house for showings.

Offers are received and negotiated by your agent with your input.



OFFER ACCEPTED

Inspections

A professional home inspector will tour your home and prepare a report listing all potential items needing to be addressed. Your agent will help you negotiate any repairs, and the cost, with the buyers with the goal of retaining the most profit for you while keeping your buyers happy.

Appraisal

A formal appraisal will be conducted to determine the current value of your home. Any variation from the listing price may be discussed with you and the buyers to determine the next steps.

Closing

Celebrate the sale of your home and the beginning of a new chapter!



GET PHOTO READY

PRE-PHOTOSHOOT CHECKLIST WEEK OF PHOTOSHOOT

EXTERIOR

- Mow the lawn and tidy up the landscape (weed flower beds, add fresh dark mulch, add a bit of seasonal colorful plants/flowers)
- Clean the pool and remove pool cleaners and toys
- Add fresh cushions to patio furniture
- Clean windows and the area around the front door
- Pressure wash the house, driveways, walkways, patios, and decks

INTERIOR

- De-clutter all rooms
- Replace any non-functioning light bulbs
- Clean windows and walls

DAY OF PHOTOSHOOT

EXTERIOR

- Remove your car from the driveway/front of the house
- Remove garbage cans from view
- Put away garden hose, sprinklers, shovels, etc.
- Sweep up leaves

INTERIOR

- Turn on all the lamps and lights
- Put away clothing and tidy up closets
- Remove pets, pet bowls, pet beds, pet toys
- Clean and clear kitchen counters of detergents, sponges, dishes etc
- Hide trash cans
- Open window covers and turn blinds horizontal
- Add fresh flowers or fruit to the kitchen and dining room
- Clean the floors free of all smudges and footprints
- Vacuum carpet
- Clean the countertops in bathrooms (remove, soaps, toothpaste, etc)
- Turn off ceiling fans
- Turn off televisions
- Close all toilet lids
- Make sure all beds are made and wrinkle-free
- Refill empty toilet paper rolls



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WEBSITE

RESIDEDFW.COM