

# MY 5 VALUE PROPOSITIONS

## 1. HOME ENHANCEMENT

- Curb Appeal
- Clean + Declutter
- Repair Minor Flaws

## 2. MAXIMUM EXPOSURE

- Unique Advertising Strategies
- Facebook Boost (Modern day newspaper ad)
- "Just Listed" post cards to your neighbors
- Youtube Ads and custom-made videos on luxury listings
- In house pre MLS listing

## 3. PRICING STRATEGY

- Under Pricing
- Over Pricing
- Pricing Just Right
- Pricing On The Bridge

## 4. EXPERT NEGOTIATION

- Right Price
- Right Terms
- Right Buyer
- Calling The Lender
- Summary Of Offers

## 05. TRANSACTION MANAGEMENT

- Continued Negotiations
- Staying On Top Of Deadlines
- Appraisal Support
- Proactive Information
- Communication Is Key

## MY PHILOSOPHY



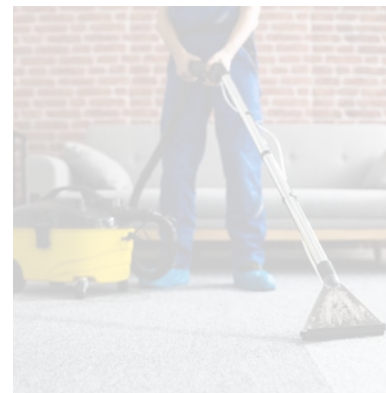
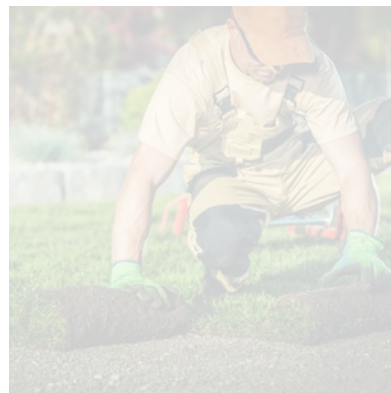
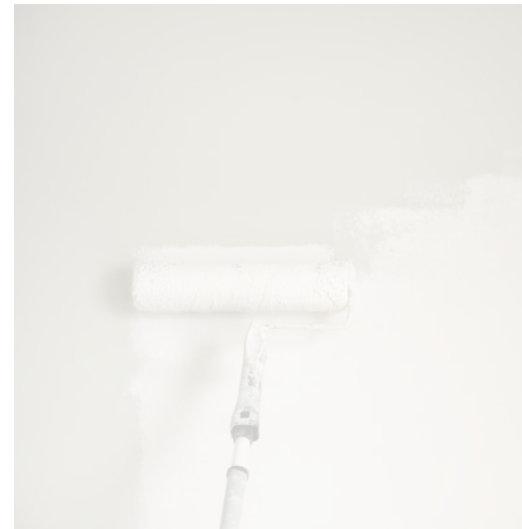
Real estate is not just about properties; it's about people. My goal is to create an experience where you feel valued, understood, and empowered. As your trusted advisor, I will help guide you through the entire process from start to finish while building a lasting relationship.

# HOME ENHANCEMENT



# BUDGET FRIENDLY HOME ENHANCEMENTS

DIY Home Improvement Project	Average Cost	Home Price Increase	Estimated Return On Investment
Clean & De-clutter	\$100 - \$200	\$1500 - \$2000	900% +
Home Staging	\$300 - \$400	\$1500 - \$2000	400% +
Paint Interior Walls	\$300 - \$400	\$1500 - \$2000	400% +
Update Light Fixtures	\$400 - \$500	\$1000 - \$1500	150% +
Update Faucets	\$400 - \$500	\$1000 - \$1500	150% +
Landscaping	\$500 - \$600	\$1500 - \$2000	200% +
Carpet Cleaning	\$500 - \$600	\$1500 - \$2000	200% +



# SETTING YOUR HOME APART

First Impressions Matter



**Professional Photos & Videos**



**Staging Advice**



# PREPARING TO LIST

## MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them to be able to do that.



### EXTERIOR

- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

### INTERIOR

- Replace or clean carpets
- Get rid of clutter, organize and clean closets
- Clean Fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



### FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT!
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do, and it helps give a home that WOW factor.
- Update exterior light fixtures. This can quickly give a home an updated look.



# SHOWINGS

A few tips to help your home showings go as smoothly as possible.

## **FLEXIBLE**

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

## **INFORMED**

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

## **DAILY CLEANING**

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## **ODORS**

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## **FURRY FRIENDS**

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person, and it may hinder a potential buyer's ability to picture themselves living in your home.

## **NATURAL LIGHT**

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## **TRASH**

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day. Clear any boxes.

## **TEMPERATURE**

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly. Turn off ceiling fans.

## **PERSONALS**

Make sure you place all valuables and prescriptions out of site and in a safe place. Remove personal/private information.

## **OUTDOORS**

Lawn should be mowed. No vehicles in the driveway. All landscaping complete.

## **VACATE**

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



MAXIMUM

# EXPOSURE

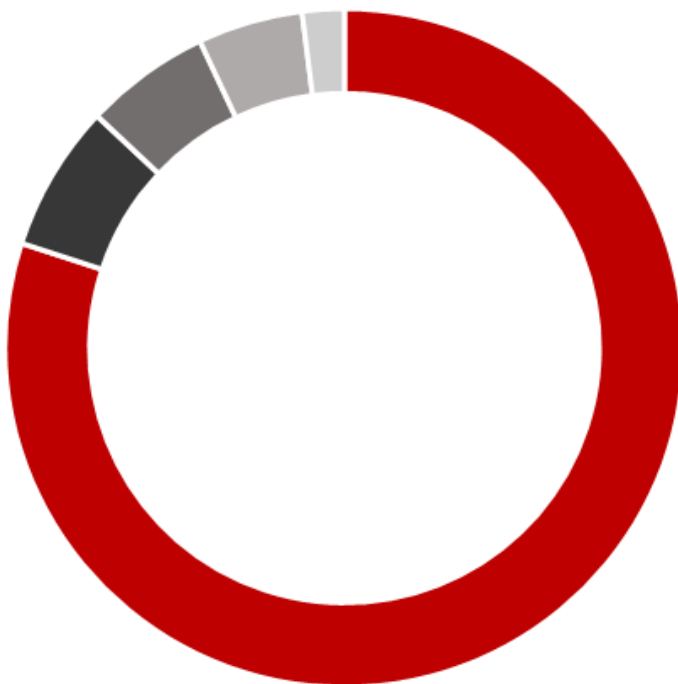


# MARKETING - WHERE IT COUNTS

Where Buyers  
**START**  
Their Home Search



Where Buyers **FOUND** their home.



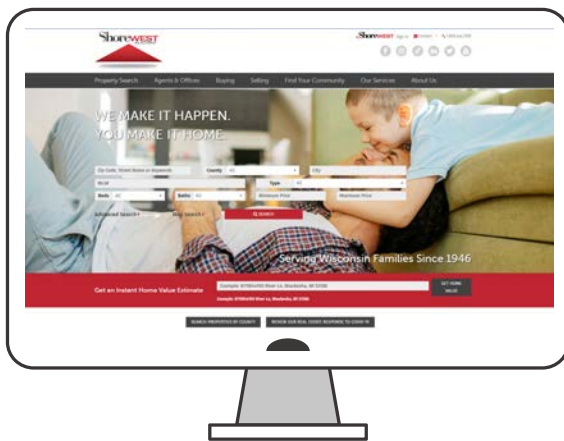
- 80% With Agent & Online Resources
- 7% Yard Sign
- 6% Family, Friends & Neighbors
- 5% Builder
- 2% Seller





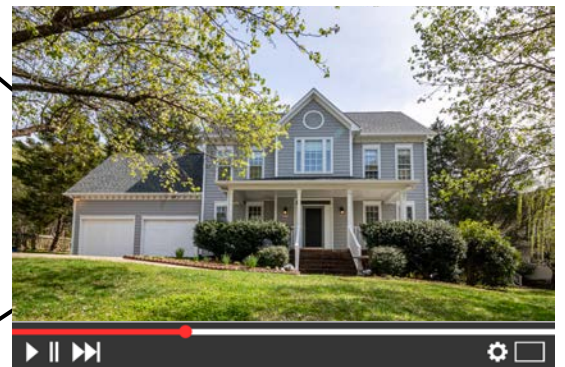
# MAXIMUM EXPOSURE

Online



shorewest.com

## Other Real Estate Websites



YouTube Videos



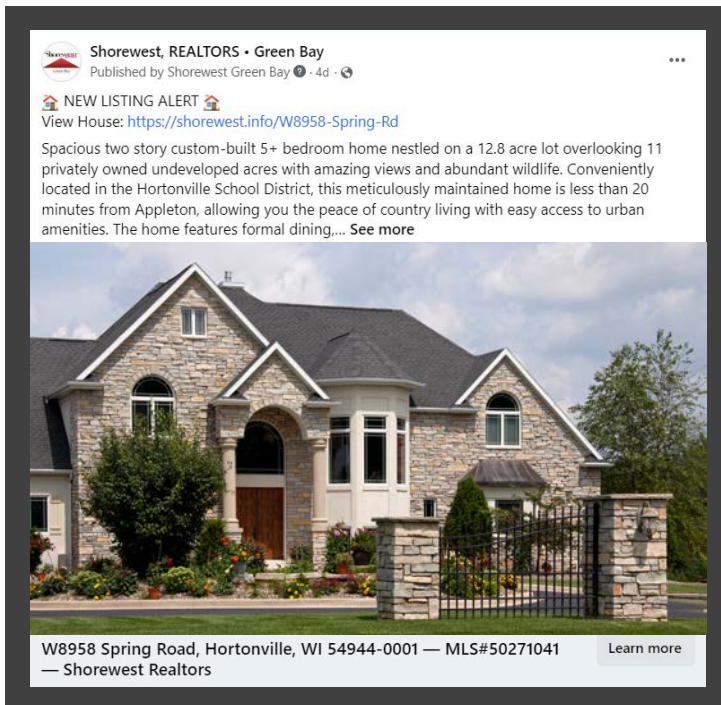
# YOUR HOUSE SHOWCASED ON SOCIAL MEDIA

## Our Social Media Ads

- Target potential customers based off your home's location.
- Use select keywords.
- Expose your listing to more buyers.



**Targeted Ads**



**Featured Post Across  
Facebook & Instagram**



# MAXIMUM EXPOSURE

*Leading*<sup>®</sup>

REAL ESTATE COMPANIES  
OF THE WORLD

550  
FIRMS

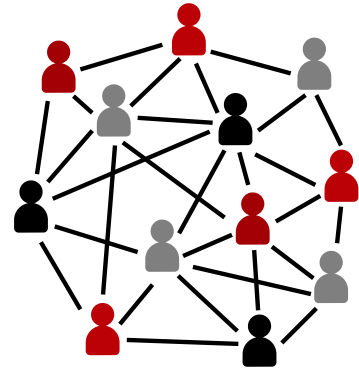


ENCOMPASSING  
4,600  
OFFICES

150,000  
SALES  
ASSOCIATES

70  
COUNTRIES

Networking with all Shorewest  
Agent's buyers



Relocation Dept.

Largest Network of  
Agents

**ADDITIONAL  
AVENUES**



Just Listed  
Postcards



MyShorewest Listing  
Notifications



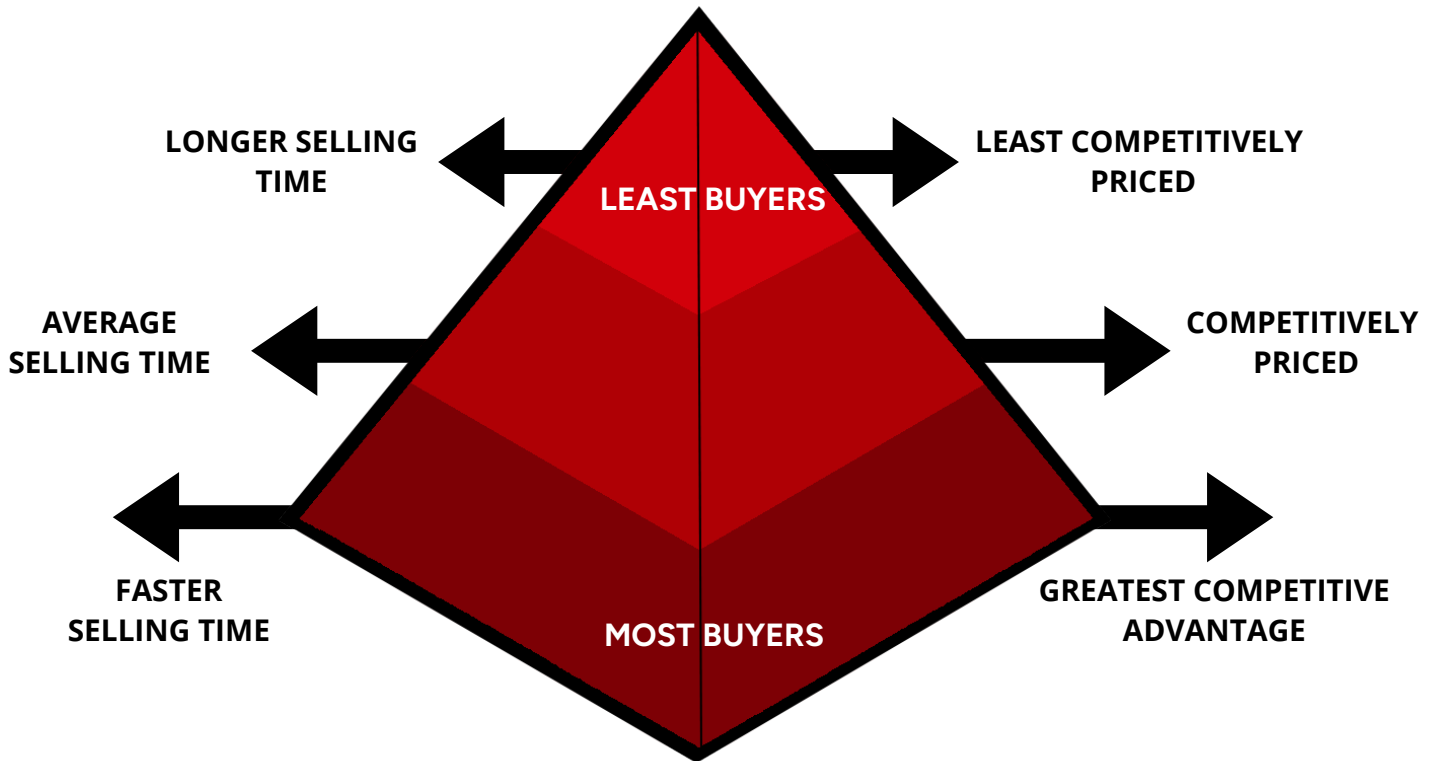
Highly Visible  
Yard Sign



# PRICING STRATEGY



# SKILLED PRICING



**IN-DEPTH PRICING ANALYSIS HELPS TO CREATE BUYER URGENCY.**

**PRICING STRATEGY TO HELP YOU ACHIEVE YOUR GOALS.**

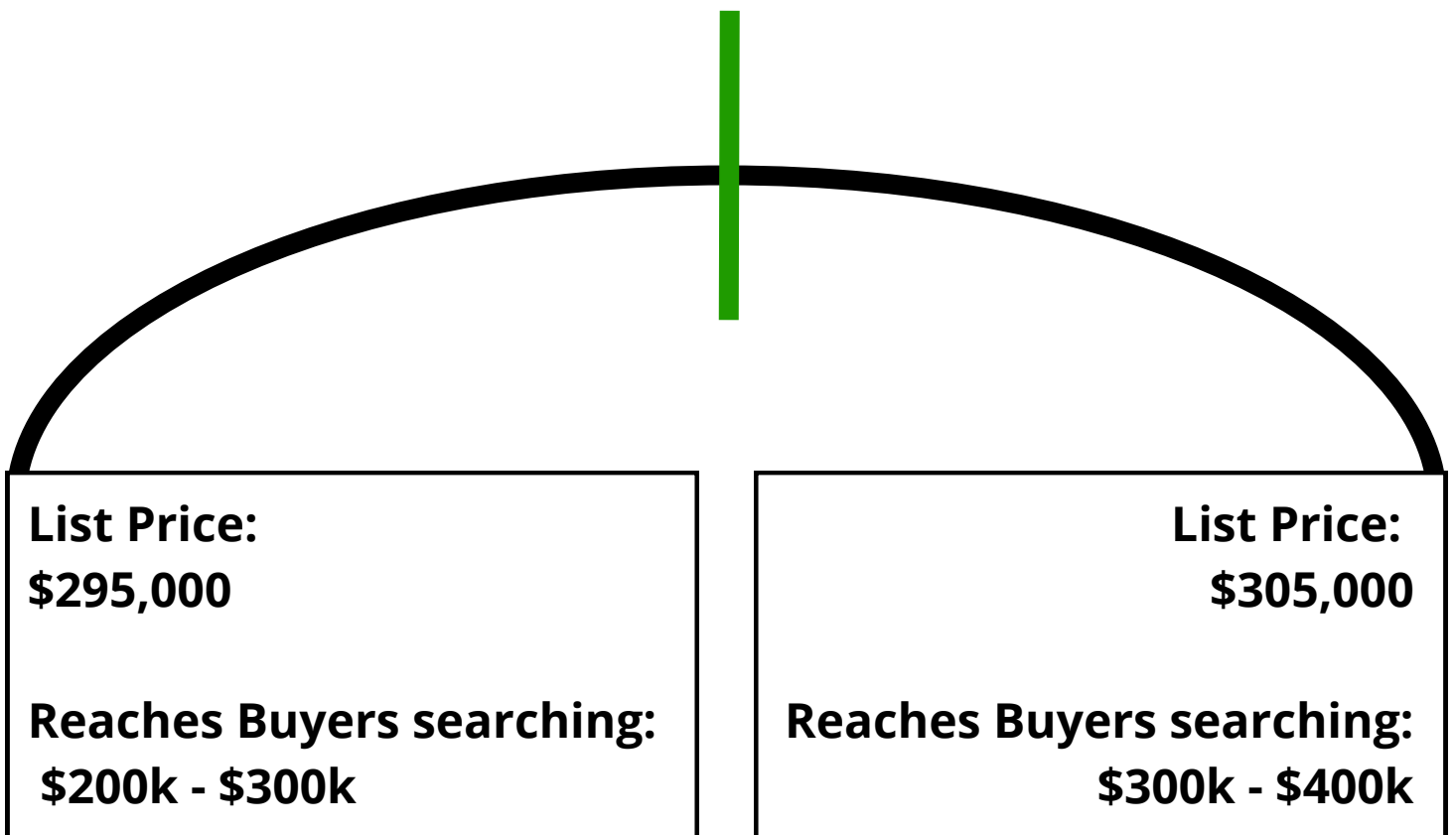


# CREATE MORE DEMAND INCREASE YOUR EXPOSURE

## Price on the Bridge

List Price: \$300,000  
Reaches Buyers searching \$200k - \$400k

National statistics show that a home priced on the bridge  
generates 28% more showings!



# EXPERT NEGOTIATION



# NEGOTIATIONS

## AFTER AN OFFER IS SUBMITTED - WE CAN

- **Accept the offer**
- **Decline the offer** - if the offer isn't close enough to your expectation and there is no need to further negotiate.
- **Counter-offer** - a counter-offer is when you offer different terms to the buyer.

## THE BUYER CAN THEN

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

## OFFER IS ACCEPTED

You will sign the purchase agreement, and you are now officially under contract! This period of time is called the contingency period.

**Now inspections, appraisals, or anything else built into your purchase agreement will take place.**





# TRANSACTION MANAGEMENT



**THERE IS MORE  
TO SELLING YOUR  
HOME THAN  
FINDING A BUYER.**

You can always trust  
a Shorewest agent to  
**BRIDGE THE GAP**  
between an accepted offer  
and a successful closing.

**ACCEPTED OFFER**



## **OBSTACLES**

Appraisal  
Home Inspection Repairs  
Water Quality Issues  
Arsenic  
Buyer's Final Walk Thru  
Survey  
Earnest Money  
Radon  
Mold  
Homeowners Association  
Buyer's Financing  
Well and Septic  
Poor Communication  
Municipal Issues  
Unskilled Negotiations

**SOLD!**

**SOLD**

**ShoreWEST**  
REALTORS



# WE ARE YOUR RESOURCE FOR

- General Contracting
- Painting
- House Cleaning
- Flooring
- Electricians
- Plumbing
- Decking
- Fencing
- Landscaping
- Staging
- Well/Septic
- Inspections
- Financing
- Lenders



# COMMUNICATION COMMITMENT

During my years of client service experience, the most important item I have learned is to stay in timely communication with my clients regarding their project, transaction, problem, etc. The following outlines my communication commitment to you during the process of marketing your home:

- **I WILL ... LISTEN TO YOU**, the seller, to determine your wants and needs and represent your best interest throughout this transaction.
- **I WILL ...** be available to you **24/7!** Please do not hesitate to call me anytime with questions or comments.
- **I WILL ...** thoroughly explain all the forms which you need to sign, so you have a clear understanding of what is taking place during the process.
- **I WILL ...** contact you within 24 hours of all showings to provide feedback received from the potential buyer and selling agent. (If the agent has not gotten feedback to me, I will stay in contact with him/her in order to obtain potential buyer feedback.)
- **I WILL ...** discuss weekly any activity that has occurred regarding your home.
- **I WILL ...** meet with you every 30 days to review your competitive selling position.
- **I WILL ...** thoroughly explain the benefits and drawbacks of each offer received, including an estimated seller's closing statement.
- Once you have accepted an offer, **I WILL ...** stay in contact with the selling agent, title company, and lender, if needed, to make sure things are proceeding smoothly. Just like when we were trying to procure a buyer, I will contact you weekly to ensure the sale is proceeding as planned.

I firmly believe the more information I can provide to you on a regular and timely basis, the easier the process of selling your home will be.

