



# THE BOWLIN GROUP

POWERED BY REB BROKER, LLC



**YOUR GUIDE TO A**  
*successful* **HOME SALE**



# **Listing Process Overview**

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- **MISSION STORY**
- **THE BOWLIN GROUP**
- **PHOTOGRAPHY**
- **STAGING YOUR HOME**
- **MARKETING YOUR HOME**
- **OPEN HOUSE**
- **SHOWINGS**
- **PRICING YOUR HOME**

# *Our Mission*

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The Bowlin Group is based out of Houston, Tx and covers the surrounding areas. Our mission is to modernize and progress the experience of selling real estate by cultivating a spirit of collaboration, innovation and integrity. We are passionate about providing a high level of service and creating relationships. Our client's interested are very important to us and we pledge you will always be our top priority. We are dedicated to developing long-term client relationships guaranteeing you will always have us as your real estate resource even after the transaction has concluded. Our goal is to ensure a smooth process for our customers and clients in the selling of their home through our proven repeatable listing process.



# WHY CHOOSE THE BOWLIN GROUP



## REAL ESTATE BUILT AROUND PEOPLE

When you hire The Bowlin Group, you are hiring an entire team of passionate real estate professionals and a full time staff to make sure nothing falls through the cracks. Our marketing is different in the way we do things, which is why we have proven to sell homes for more value and quicker than expected. We get more views on our listings than the average agents, but who wants average? We use the latest technology with our years of internet marketing experience to get more traffic on your home. We invest heavily into our client's homes to make sure we provide an exceptional experience. Don't go with the agent who will just take pictures of your home and list it, we actually SELL homes!



# *Every Home has a Story to tell*

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We want to make sure the buyer gets all of the information needed to make a decision. The MLS (multiple listing service) gives us 1000 characters to accurately describe the features in your home and we plan to use every one of them.

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- What drew you to your home?
  - What do you like about your neighborhood or area?
  - What are nearby attractions?
  - When we sell your home where are you headed?
  - What don't you like about your home?
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**WE WILL USE THIS INFO TO SPOTLIGHT  
YOUR HOME FOR THE EYES OF THE BUYER.**



# Professional PHOTOGRAPHY

At the Bowlin group we know that whoever has the best photos drives the most traffic.

We work with distinguished photographers, we'll create a look that showcases your home at its highest potential to ensure that these spaces look as beautiful online and in print, as they do in real life.

These images are the first impression you make on potential buyers, and high-quality images give you a professional look and competitive edge. Our listings often get listed on HAR or Zillows featured homes of the month due to our photos and marketing. 89% of buyers search the internet for a home we want to make sure we create a WOW factor.







## VIRTUAL TOUR OF YOUR HOME

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We provide technology that allows the buyers to navigate through your home without ever stepping foot inside. We have found that this will create more prequalified showings for your home. Once they visit it will just be to assure what they have already seen.

Every detail of the matterport model "dollhouse effect" will be available for the buyers to explore from the comfort of their own home. Matterport not only allows them to walk your home but it gives them the exact floor plan and dimensions for each room so they will know how to position their furniture prior to move in.

This will cut down on unnecessary showings and get more clicks and views for your listing. Homes with 3D tours result in 160% more views than homes without.

# STAGING YOUR HOME

Don't know where to start when getting your home ready to sell? Do you put the furniture in storage or leave it as is? We've got you covered. Staging homes to have a better interior feel is nothing new. Sometimes it just takes an extra set of eyes to see how a buyer would view your home. We will provide you with a check list and do a consultation after this presentation. We also use some pretty creative tech that can actually add furniture to an empty house.

- First impressions are everything
- Get higher bidders for your home
- Staging creates a "Must-see" home through photography
- Gives impression of a well maintained home
- Jump start on packing
- It will put your home above the competition





# *It's more than just a yard sign*

## **MARKETING YOUR HOME**

Of course yard signs are great but what else will we do? First we will do agent to agent marketing. Two days prior to listing your home we will blast your home out to every agent that is a member of HAR. Second thing we will do it hit the internet running. We invest into social media platforms to put the listing in front of as many potential buyers as we can. These platforms allow us to target market to specific locations, age groups, household income, occupation, if they are "likely to move", "first time home buyers" and who have recently browsed homes for sale. Your home will also be posted to over 150+ for sale pages in or around the area. Not only will we get your home in front of hundreds of thousands of local buyers online, but we may already have your buyer in our active database!

## LISTING SYNDICATION

### *Where does the listing go?*

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Once your home is listed on the Multiple Listing Service, the details, specs, and photos are disseminated nationally. This is paramount when it comes to selling property - as it will be exposed to over 600 web, video, social media and mobile sites, which is about 5 times what the average broker markets. Every buyer has their own website for which they like to search with. We have invested into the best syndication in order to reach the max potential buyers for your home. Real estate agents throughout your area are notified directly through the MLS about your listing and can now begin bringing prospects to view your property.



# OPEN HOUSE

Hosting an open house will give buyers an opportunity to browse your property in a stress-free environment.

Prospective buyers will see an advertisement for the open house on multiple platforms from MLS notification, agent to agent, social media or your front yard. This marketing will make your home available to buyers who didn't originally consider themselves serious. Open houses provide a ton of exposure for your home. At the end of the day we want as many potential buyers to see your home. Our open houses are usually done within the first three weeks of listing. We will generate fliers to pass out door to door in your neighborhood and surrounding area. Our goal is to get your neighbors, friends, and buyers through your door. First time home buyers use open houses in order to get started with their home search. Often times they walk into the home and fall in love with it.

Open houses also allow us to receive instant feedback about the home to find out what buyers like, or do not like, about your home. If we need to do any additional staging or decluttering, we can make necessary changes quickly.

# PRICING STRATEGY

Pricing your home properly from its first day on the market is critical to your success as a seller.

Our goal is to price your home correctly from the start. Doing so will save you time, and most importantly, money.

Market knowledge is the only solution to correct pricing. The familiarity and experience we have with our local market helps to yield the most accurate, reasonable listing price for your home.



**LOCATION**

**MARKET**

**AGE**

**CONDITION**

**IMPROVEMENTS**



# COMPARATIVE MARKET ANALYSIS

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In order to get top dollar for your home, we do thorough research to help you determine a listing price. We will complete what is known as a comparative market analysis – using both currently listed properties and sold properties in your area.

By adjusting for feature differences – such as when the property sold, where the property is located and characteristics of the home, a data driven estimate of value can be made.

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# THE HOME SELLING PROCESS

*What to expect from start to finish*

## STEP 1

- Evaluate your needs
- Set the right price
- Determine time frame
- Research
- Implement a customized marketing plan

## STEP 2

- Prepare your property for sale
- Show to potential buyers
- Take feedback & make adjustments

## STEP 3

- Receive, negotiate, accept offer
- Begin closing process
- Assist with mortgage, inspection & title process

## STEP 4

- Final walk-through
- Assemble documents
- Attend closing
- Sign documents & contract



# Sell

## WITH CONFIDENCE

every step of the way

Finding you the right buyer  
Advocating on your behalf  
Avoiding paperwork & contract  
headaches  
Skilled negotiation  
Smoothly closing your sale



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