

# PRE-LISTING PACKET



"Preparation for your successful home sale"





DEAR VALUED CLIENT,

We would like to thank you in advance for considering us to assist you with selling your home. As you read through this brochure, we hope you will begin to see the ways that we set ourselves apart from other real estate agents. A client is not just a transaction they become part of our family. Once you have reviewed all of our information and are ready to move forward with your home sale we will work diligently to exceed all of your expectations. We are confident that once you place your trust in Sand & Sea Realty we will remain your agents of choice for all of your future real estate needs.

AS YOUR AGENT , I WILL GO ABOVE AND BEYOND TO HELP- consistently providing you with the expert guidance you deserve throughout the home selling process.



# OUR TEAM



## WE ARE AT YOUR SERVICE

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# HOME SALE TIMELINE



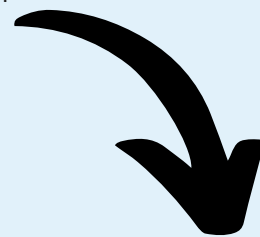
## pre-listing

- schedule an appointment
- meet with Interior Staging Consultant
- discuss best strategy for selling
- formal listing presentation
- executed sales agreement
- property evaluation
- complete market analysis
- establish sales price



## listed and active

- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing services
- Showing times selected
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled



## under contract

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes

# MOVING CHECKLIST



## 8-9 Weeks Prior

- Create a realistic budget for moving expenses. If you're hiring professional movers, remember small things add up like tape, boxes, transportation, storage, etc.
- Request time off work for moving day. Give yourself ample time to get everything moved and settled, without the stress of work responsibilities sitting in the back of your mind.
- Get started on home renovations. If there is painting or major remodeling, you will want to get a head start on this sooner than later.
- Purge time! Go through every room of your house and begin getting rid of items you know you won't keep and identify any items that can be donated to charity.
- If you have children, make sure you reach out to their new school(s) for information on registration and transfer records if necessary.

## 6-7 Weeks Prior

- The worst kind of surprise is when your movers are at the door of your new home and you realize the couch just won't fit. Make sure to measure rooms and doorways and confirm all furniture will fit correctly.
- Create an excel spreadsheet of family members, friends, and colleagues who will need your new address and share it with them via email.
- Contact your doctor, dentist, and veterinarian to get copies of all records and arrange to transfer files to new healthcare providers. You can do this online if you have access to a patient portal.

## 4-5 Weeks Prior

- Pack items that you need easy access to in an "essentials" box, such as toilet paper, soap, trash bags, chargers, box cutters, tape, tools, paper plates, snacks, towels, etc.
- Contact utility companies and transfer or cancel service. Make sure they're aware of your move date and arrange for service and installation as needed.

## 2-4 Weeks Prior

- Change your address with important service providers, such as your bank(s), credit card companies, subscriptions, and others. Don't forget to submit your addresschange to USPS.com.
- Check insurance coverage in all areas. Update or transfer your homeowner, vehicle, or any other insurance you may have. Know the insurance your moving company provides will generally only cover the items they transport for you.

## 1-2 Weeks Prior

- Unplug, disassemble, and clean out appliances.
- Ensure all essential utilities like gas, electricity, water, and internet services are ready at your new home. Empty your safe deposit box if you have one.
- Clean stovetop and oven. Defrost freezer.

## Moving Day

- Collect all keys, finish any touch-ups, and complete your walk-through. Do a final check of closets, cupboards, drawers, basement, and other areas where things may have been forgotten.
- Finalize any paperwork and ensure it's accessible.
- The cleaner the better. Remove all garbage and recycling.

# THINGS TO DO BEFORE SELLING YOUR HOME



*You will be guided throughout the process!*

## Depersonalizing and Decluttering

- Remove personal photographs, memorabilia, and personalized artwork.
- Clear countertops, shelves, and surfaces of excessive items.
- Pack away personal collections or hobby-related items.
- Organize closets and storage spaces to create a sense of spaciousness.
- Deep clean the entire home to create a fresh and inviting environment.

## Repairs and Maintenance

- Inspect the home for any visible issues such as leaky faucets, loose doorknobs, or cracked tiles.
- Repair or replace any broken or damaged light fixtures.
- Ensure all doors, windows, and locks are in good working condition.
- Check for water stains or signs of water damage and address them promptly.
- Touch up paint or consider repainting rooms with bold or outdated colors.
- Consider hiring professionals for a pre-listing home inspection to identify any hidden issues.

## Staging Tips

- Arrange furniture to maximize space and flow, making rooms appear more spacious.
- Add tasteful decor, such as plants, artwork, and accent pieces, to create a welcoming ambiance.
- Consider hiring a professional stager for expert advice and assistance.

# PROPERTY MARKETING PLAN



The Three Keys To Selling Your Home:

Price it properly

How well it shows

Proactive Marketing Plan

There are 3 Keys To Selling A Home!

Our focus is to make certain we have all three of these keys in alignment with what the market, for this price point, is telling us is required to selling your home.



*Price - Home Staging - Marketing*

# Neat

M E T H O D



## *HOW NEAT CAN HELP YOUR CLIENTS:*

- We are a “behind the scenes” staging company that ensures there are no surprises behind closed doors for potential buyers
- We are a white glove moving service that makes getting settled just as exciting as finding your dream home
- We can provide the perfect client appreciation gift

## *WHY NEAT:*

- We are the nation’s largest professional organizing company
- Organizational solutions are tailored to the client’s individual needs
- All related tasks will be completed, including donating/consigning unwanted items, purchasing and implementing organizational solutions
- We take an honest approach and have a sharp eye for detail
- We always work with at least two organizers to efficiently complete any space
- We keep all information confidential as stated in our client agreement
- We are fully insured

## *OUR SERVICES:*

### **MOVES & RELOCATION**

- Pre-move prep
  - Manage logistics
  - Unpack & organize
  - Create customized solutions
- Ensure every detail is complete*

### **HOME ORGANIZING**

- Bathrooms
  - Closets
  - Kitchens
  - Nurseries
  - Offices
  - Pantries
  - Playrooms
- and everything in between...*

NEAT Method is a lifestyle service committed to providing a more luxurious and smartly appointed living space. We recognize that transitions are stressful and seek to make an otherwise very hectic time completely seamless for our clients!



SAND AND SEA REALTY

## "The FIVE P's"

Put the Property on MLS

Put a Sign In the Yard

Place Property on Social Media  
Platforms

Price Watch the Market

Proactively Market your Property

When it comes to successfully marketing any home the key to "getting it done" is in the word proactive!

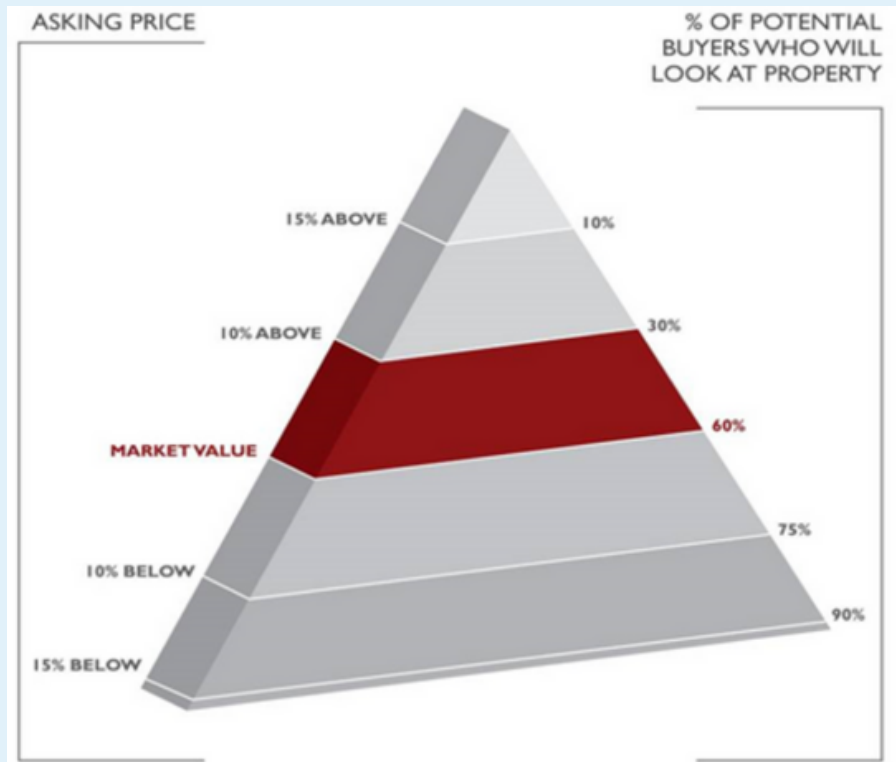
We want to share with you the specific proactive marketing plan we have prepared for your property.



# SMART PRICING TO ATTRACT BUYERS

•Pricing your property **competitively** will generate the most activity from agents and buyers.

•Pricing your property **too high** may make it necessary to drop the price below market value to compete with new, well priced listings.



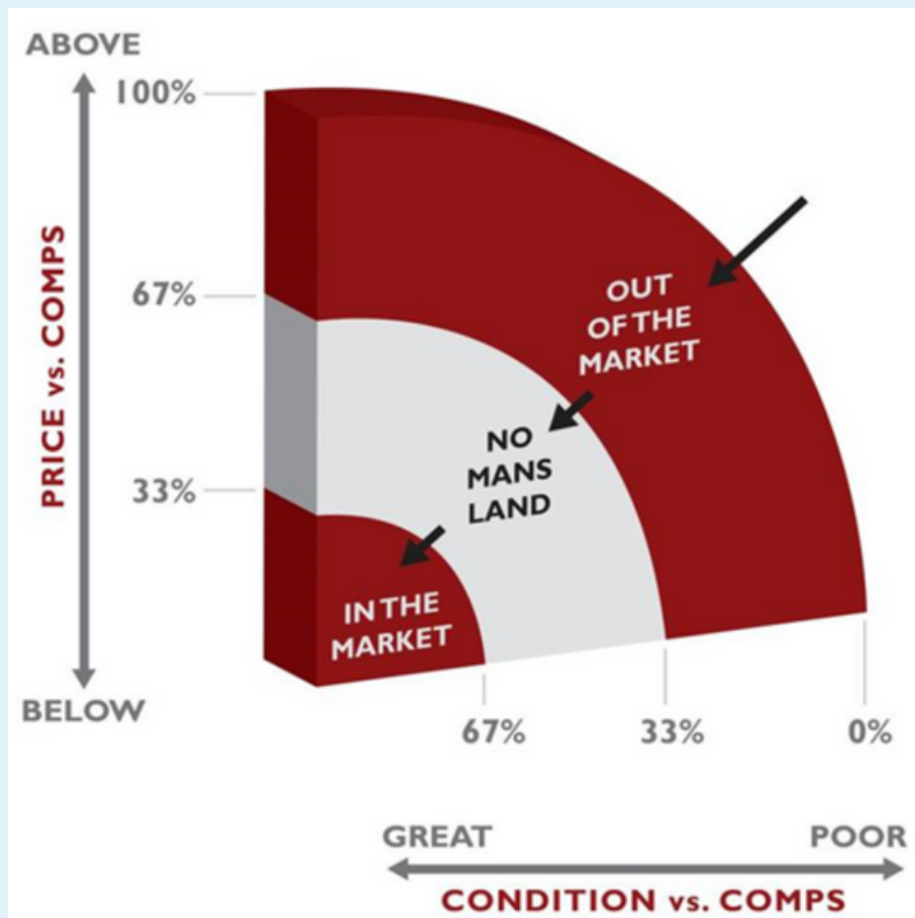
It is very important to price your property at competitive market value when we finalize the listing agreement.



The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

# WHAT SELLS - PRICE RIGHT



To get your home sold for the most money in the least amount of time, we have to price it "in the market".

## Value of Websites:

	VERY USEFUL	SOMEWHAT USEFUL	NOT USEFUL	DID NOT USE / NOT AVAIL
PHOTOS	83%	15%	*	*
DETAILED INFO ABOUT PROPERTIES FOR SALE	79%	19%	*	*
VIRTUAL TOURS	43%	34%	11%	13%
REAL ESTATE AGENT CONTACT INFORMATION	39%	34%	14%	13%
INTERACTIVE MAPS	40%	36%	12%	13%
NEIGHBORHOOD INFO	34%	45%	12%	10%
PENDING SALES/CONTRACT STATUS	31%	36%	19%	15%
DETAILED INFO ABOUT RECENTLY SOLD PROPERTIES	33%	34%	14%	10%
INFORMATION ABOUT UPCOMING OPEN HOUSES	21%	33%	23%	24%
VIDEOS	19%	33%	20%	28%
REAL ESTATE ARTICLES	6%	25%	29%	40%

# MEDIA PLAN



We create posters, flyers, and postcard and post them to different social media platforms. This encourages people to tell their friends and families about your home.



# WHAT MY CLIENTS ARE SAYING

Bought and sold a Single Family home in 2016 in Suffolk, VA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

We highly recommend Sarah Grace D. to anyone looking for a realtor that will work with you every step of the way. She looked out for our best interest and was willing to go that Extra mile for us and help us find our perfect home. She is super ambitious and a real Go Getter!!!

Sold a Single Family home in 2018 in Chesapeake, VA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Sarah Grace was a wonderful resource for all of our home-selling needs! The experience was very easy, and we were able to sell our house for the price we were expecting. We highly recommend!

Bought and sold a Single Family home in 2019 in Virginia Beach, VA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Sarah Grace was amazing in every step of the process. She handled everything. She was our agent for our listing and our purchase. She is prompt, professional, and reliable. She got us 2 full asking price offers (much higher than average in our old neighborhood) within 3 days of listing. Her and her team are here incredible and I

★★★★★ 4 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

Sarah Grace was professional and walked us through the entire process of selling our first home. She is extremely knowledgeable and if she didn't have an answer she followed up very promptly. When improvement needed to be made prior to listing, Sarah Grace recommended home improvement individuals that were all very prompt and professional. She lead the way and has definitely surrounded self with individuals that made selling our home an effortless evolution.

★★★★★ a month ago

**Positive:** Professionalism, Quality, Responsiveness, Value

Over the last 6 years I have used Sarah Grace for ALL of my real estate needs. Buying, selling, and managing rental properties for me. I have had nothing but a positive experience. I live hours away and always know that she is looking out for MY best interest and I never have to worry. She makes any process painless, stress-free, and easy.

Each time we sell or buy a new house, I know that she is going to be aggressive and that we are going to be WINNING. I will continue to use her services because you will not find a harder working boss that has your best interest in mind.

If you are not using Sand & Sea then you're doing yourself a disservice. Thank you Sarah Grace!!!

★★★★★ a month ago

**Positive:** Professionalism, Quality, Responsiveness, Value

If I had another realtor, I'd fire them and go find SGI Hands down she is the best in the business. Her customer service skills are top notch. She loves helping people find their dream home and make it a reality. Shes a tough negotiator, she maybe sweet and graceful but she will fight hard to get her client what they want. She is experienced and supper knowledgeable. I could tell you 1000s of reasons why SGI is the best realtor to use, but keeping a long story short, if your realtor is not SG you have the wrong realtor.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

We had an amazing experience with SGI She is the most knowledgeable agent we've worked with and this is our third home purchase so we were thrilled to find someone to help us through this process as we had learned to be more thorough due to lessons learned in the past. The best part was that she asked or answered those questions and issues for us before we could bring them up in most instances! We wish we'd known her in the past to work with her with all our prior purchases! She worked hard to get us all that we wanted from the sellers in terms of repairs and when we sold our home, helped ensure we knew exactly what we were agreeing to and that it took care of us even in a buyers market. She's an agent that is not afraid to press when and where needed to take care of her clients and that's not so easy to find. Thank you, Sarah Grace!!

Sold a Multi Family home in 2018 in Virginia Beach, VA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

My wife and I presented Sarah-Grace with a very difficult challenge with a lot of specific guidelines. She took everything that we gave her and my wife and I genuinely felt like she made us her number 1 priority. She answered late calls/questions, never left any question unanswered, and was very up-front and honest with us. Not only did she sell our home within 2 weeks, but we were extremely happy with the price that she sold it for. I will never go to any other agent. Sarah was amazing and truly made this a stress-free process for my wife and I.

Helped me rent a Single Family home in Hampton, VA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Sarah Grace was great. She helped my wife and I purchase a house in Hampton Road area. She helped us quickly and We pit our offer and luckily got the home. I really thank her for being so quick and responsive so we got to land our perfect forever home!

★★★★★ 8 months ago

**Positive:** Professionalism, Quality, Responsiveness

Sarah was absolutely amazing to work with! Any question was answered no matter what time of day and she was so helpful. She truly loves her job and it shows with her passion to find you the right home.

★★★★★ a month ago

**Positive:** Professionalism

Nothing less than the utmost professionalism, knowledge of our current Market and class with Sara Grace Doyle and Sand & Sea Realty!

★★★★★ 2 months ago

**Positive:** Professionalism

Thank you Sahara, for your hard work. You made everything so easy for us. And we are grateful for being our Realtor 😊

★★★★★ 6 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

My husband and I worked with SG earlier this year while looking for a home. We didn't end up purchasing anything but we looked at quite a few. SG was very quick with answering all of our questions and setting up viewings. She was knowledgeable and honest with every house we saw. We would highly recommend her to anyone in the area looking to buy, sell, or rent!

★★★★★ 4 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

If you're looking to buy a house in any market, either competitive or not, Sarah Grace Doyle will work hardest to help you find the perfect home or rental property. Great experience!

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills



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