

SELLER'S GUIDE

SELLING YOUR HOME DOESN'T HAVE TO BE STRESSFUL



BUY • SELL • INVEST

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"WELCOME"

First of all, thank you for considering us to represent you in what is likely one of the most important financial decisions and transactions of your life.

Whether you are a seasoned or first time seller, the selling process is a combination of excitement, new experiences, and can be stressful.

If this is your primary home, vacation home or investment property, the simple fact is, selling your home is rarely a decision people make on a regular basis. There are several moving parts and points to consider, which is why it is important to have a trusted professional advising you at each step of the process.

This Seller's Guide is intended to give you a tangible resource that will help you define your goals and direct you through the process so that you can make informed decisions and that the experience can be as stress free as possible.

As we move forward in the process of listing your home, know that each and every one of our resources, relationships, and our expertise is at your service. As part of the fastest growing real estate company in the city, we have endless support and a vast network of professionals at our service to facilitate your transaction.

Sincerely,

Bridgette Clonts



SELLING ATLANTA SINCE 2006



BRIDGETTE CLONTS
REALTOR | ADVISOR

My name is Bridgette Clonts and I am honored to be your Realtor! Buying or selling a home is one of the biggest decisions you will make and I'm going to be here with you every step of the way to make sure that you are comfortable, taken care of, and that your experience is as stress free as possible while achieving your goals!


I grew up in Smyrna/ Marietta area here in Georgia where I met my husband, Anthony, and we have been married for 27 years. We have 2 doggy daughters, Bella, & Izzy.

My career as a Realtor began in new home sales in 2006 after purchasing my 2nd home. I specialize in the Metro Atlanta area. I have experience with buyers, sellers, residential and commercial, interior design, and in many different market conditions and price ranges. I'm excited to use the experience, education, and tools that I've gleaned, to help you!

No two deals are alike and no two properties are alike. Every Buyer and Seller are different, have different wants, needs and financial goals.

I'm looking forward to working with you towards a successful sale!

Bridgette Clonts

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Atlanta

HOME SELLING PROCESS

Initial Consultation To Define Your Goals

- Establish time lines
- Establish agency services
- Review market conditions
- Define agency relationships
- Gather listing documents
- Sign listing agreement

01



Pick a Competitive Listing Price

Being able to sell your home quickly is a matter of competitive pricing. There is a fine line between pricing low enough to sell, versus pricing at market value and to ensure we nail this, I'll provide a credit for a pre-listing appraisal when we sell your home. ****See terms and conditions**



Pre-listing Inspection & Property Makeover

Although you may love your property the way it is, new buyers will be looking for little to no repairs and a fresh face. Spend time preparing your home for sale by conducting a pre-listing inspection, and cleaning. I provide cleaning at no upfront cost to you. Make repairs, and refresh its appearance by providing cosmetic updates and a fresh coat of paint. ****See terms and conditions**

02

03

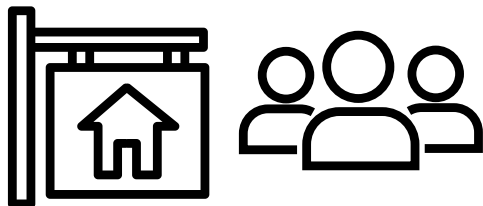


Devise a Marketing Plan

- Enter on Multiple Listing Service (MLS)
- Send out office notice
- Schedule Open House(s)
- Produce high-quality property flyers
- Initiate internet/social media marketing plan
- Post For Sale sign on property

A good listing agent should present a marketing strategy, such as listing on the MLS, hosting open houses, creating a unique property url, sending out targeted campaigns, HD photos/video, and reverse prospecting.

04



Prepare for Open Houses

Work with you to prepare for upcoming open houses. See Seller Etiquette List.

05

****Terms and conditions: No cost pre-listing basic cleaning provided at no cost to you. Pre-listing appraisal and inspection provided with full listing commission.**

HOME SELLING

PROCESS

Negotiation Time



The great thing about selling a home in a seller's market is that there is often little to no room for negotiation for the home. In a buyer's market, be ready to negotiate. No matter the market, work with your agent to negotiate on your behalf to make and accept the best possible counter-offer.

06



Property Appraisal Period

The buyer's lender will typically require a property appraisal to make sure that the negotiated purchase price was fair and parallel to the actual property value. Be sure to keep your property clean and organized prior to the appraisal appointment. I provide comps and improvements relative the the property for the appraiser .

07

Escrow Period

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow/under contract. During this time, the buyer and seller will await the closing and move-out date, as well as addressing contractual duties such as ordering a title report, scheduling an appraisal, conducting and the property inspection.

08



Buyer's Property Inspection

The inspection/due diligence period in the contract reserves the buyer's right to have an inspection of your property. If the property inspector discovers a serious underlying issue, which can range from anything between cracks in the foundation to plumbing that needs replacement, the buyer reserves the right to back out of the deal if they are not comfortable with the results or for no reason.

09



Prepare for Closing

After all contingencies are cleared, the property passes appraisal, and buyer receives clear to close, we proceed with the closing. Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, via the real estate attorney, the property has officially been sold and your on the way.

10

WHAT I DO

01

IDENTIFY PREPARATION ITEMS

I've seen which updates and repairs pay off, and which do not. Have the property cleaned.

02

RESEARCH LIST PRICE

Pricing a home well is critical for getting the highest return.

03

STAGE & MARKET THE HOUSE

Assist with getting the home show ready for photos. Buyers need help imagining themselves in your home. Agents should want to bring buyers to your home.

04

NEGOTIATE

I have experience & reputation for getting a great outcome for my clients.

05

MANAGE the process

Negotiate the best terms for you. Managing all deadlines in the contract process through closing.

06

TAKE CARE OF YOU

I get to know you and your needs and keep you updated throughout the process.

Listing Services**

WHAT YOU DO

01

LET GO

Once you decide to sell, your home belongs to someone else.

02

INVEST IN IMPROVEMENTS

Making the house look its best will yield a the best price and faster sale. Prepare the home for sale as quickly as possible.

**See seller preparation list

03

START PACKING

An uncluttered house is much more inviting to potential buyers.

Listing Concierge

Ask how we can improve your home before going on the market at no upfront cost. From staging to cosmetic renovations, we'll work together to craft a plan to elevate your homes value to maximize its market potential.

DEFINE YOUR GOALS



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DETERMINE WHY YOU ARE SELLING YOUR HOME

Before you start to think about all the things that need to be done, take some time to figure out why you are selling and clearly define your goals. Everyone has different reasons, as you start to go through this process of discovery, focus on what is important to you and your family, as this will help streamline the process.

Here are six important questions to ask yourself:

1. Is there a timeline?
2. Are you relocating?
3. Are you looking for a bigger home or to downsize?
4. Looking for a different neighborhood? More city, more suburban?
5. Looking for different amenities?
6. Are financial considerations relevant?

Here are six important considerations:

1. Do you understand the associated costs?
2. Is this the right time for you to sell?
3. What are the present market conditions and the implications to your sale?
4. Does your home's equity give you an advantage?
5. What are the current mortgage interest rates options compared to your rate and commitment?
6. Consider getting your property inspected before placing it on the market. This will help you to know if there are any issues with the home beforehand.

Recognize that every market is different and the selling process can be a sprint or a marathon - be prepared for both.

SELECT A REALTOR



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COMMITMENT AND DEDICATION

It is important to work with a REALTOR® who is not only committed to working with you, but who is also dedicated to getting your home sold in the shortest time for the most amount of money. Your REALTOR® should guide you through the entire process - consider their knowledge, experience and expertise. Check their track record of working with sellers - from listing a home, negotiating the price, helping with financial solutions, and understanding the local market and knowledge of the transaction process.

RESPONSIBILITIES

To educate you about the listing agency and professional responsibilities including complete disclosure, loyalty, confidentiality, compliance, and accountability.

UNDERSTANDING YOUR REQUIREMENTS

By taking the time to understand the priority of your requirements - price, timeline, and relocating, even if it changes.

MARKETING YOUR HOME

Providing a sophisticated marketing strategy that ensures the maximum exposure of your home to the right buyers. Keeping you updated with current market trends, neighborhood fluctuations, and new sales and listings. Selling is all about having the right knowledge at your fingertips.

PREPARING AND SHOWING THE HOME

Preparing your home to match buyer's expectations, arranging the right showings, and recommending relevant experts.

CONSULTATION AND NEGOTIATION

Providing consultation when offers come to purchase your home. Negotiating the best possible price and terms for you, finding home-related service providers, and taking care of all the details.

CLOSING

Keeping you fully informed about all activities that lead to the transaction closing.

HOME SELLER COMMON MISTAKES

NOT HIRING A PROFESSIONAL

You need the expertise of a REALTOR®. Sellers who try to sell it themselves end up taking longer to sell and sell for far less than those who work with an agent.

UNDERESTIMATING THE COSTS OF SELLING

The total cost to sell a home can amount to much more than the 5-7% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, and moving expenses, the costs of selling can be closer to 10% of the sale price. Request a list of fees and expenses, if possible, prior to closing. Review these with your REALTOR® and discuss these ahead of time.

SETTING AN UNREALISTIC PRICE

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. Ask for too little, you risk leaving money on the table. Ask for too much, your home will sit on the market for a longer period of time, which can have consequences. It is critical to know the market and review comparables (recently sold homes) to know at what price your home needs to be set to sell.

IGNORING REPAIRS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. This is what is known in the industry as deferred maintenance or defects. More importantly, buyers expect the condition of your home to match the description and asking price. It will cost you less out of pocket to fix things ahead of time, rather than having buyers request that you fix it through their vendor of choice, which can get costly. Prioritize the most glaring issues, particularly those that are likely to turn up during a home inspection like HVAC systems, major components (electrical), and structural issues (roof). Many buyers will require an inspection before closing. All defects must be disclosed by the seller, whether seen or unseen by potential buyers. Get cost estimate for big ticket items needing replacement soon. This is handy when negotiations start.

HOME SELLER COMMON MISTAKES

NOT DISCLOSING LATENT DEFECTS

Failing to Complete a Full Set of Disclosures prior to listing – Be upfront about any of your home's issues, this will save you money and time, especially if the buyers discover the problem themselves. They may terminate the contract. If the sale closes and undisclosed defects are found, the buyer may sue the seller.

LIMITING SHOWINGS

Access: Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

NOT DECLUTTERING

Preparation: Not De-cluttering – Clutter eats equity and kills deals. One of the least expensive improvements you can make to your home is to de-clutter and create a sense of spaciousness throughout the home.

NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION

Many sellers don't have a clear picture of their financial situation before selling. This can lead to painful surprises. Before you make the decision to sell, it may be helpful to assess your income, debt, and any upcoming expenses during your move.

GETTING EMOTIONAL

Getting in the Way of Negotiating – Too many sellers take negotiating personally and lose out on creating a win-win deal. Remember, this is a business transaction.

POOR QUALITY PHOTOGRAPHY

Not Hiring a Professional Photographer – More than 94% of all buyers start their home search online, make sure your REALTOR® makes your home dazzle with great photographs.

NOT TRUSTING YOUR AGENT

Not trusting and communicating with your REALTOR®– They are your biggest ally. Trust them to be the expert and guide you through this process. Be open and honest and allow them to do their job; they are here for you

SELLER COSTS

THE BREAKDOWN

Below we'll also spell out the main types of fees you'll see on your balance sheet so you can understand each cost:

- Staging and prep fees (anywhere from a couple hundred to several thousand dollars)
- Real estate agent commissions (6% national average)
- Inspections and repairs (varies)
- Closing fees (1% – 3% of the sale price)
- Title fees
- Transfer or excise taxes
- Escrow fees
- Reconveyance fee
- Recording fees
- Prorated property taxes
- Seller concessions (2% – 6%)
- Carrying costs (1% – 2%)
- Moving and relocation costs (varies)
- Mortgage payoff (varies)



LISTING AGREEMENT

THE LISTING AGREEMENT & COMMISSION



A listing agreement is a contract between you and your REALTOR®. It is an agreement that says the agent has the right to list, advertise, and handle the sale of your house. It's important to understand the terms of this agreement because you will be bound to them - forming an obligation of time and commitment of responsibilities.

- KEY FACTORS:
- Commission. The amount you will pay your agent.
- Exclusive right to sell. This gives your agent the right to work on your behalf exclusively to sell your property.
- Duration/period. The amount of time the listing agreement is in effect.
- Protection clause. A clause that protects the agent or broker after the date, preventing you from avoiding payment to your agent should you find a buyer while under contract.
- Duties. The agreement lays out the activities the agent is authorized to conduct on your behalf.
- Representations. The agreement may also require you to verify certain legalities and facts about your home (latent defects).
- Dispute resolution/Arbitration. Specifies how you will handle disputes that cannot be worked out informally.

LISTING PRICE



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Now that you have selected your REALTOR®, and before you place the home on the market, two things need to be done.

1. Choose a Title Company You need a clear title for the home before you can put it on the market.
2. Price the property. Price sets **“the opinion of value”** when selling your home. Price it too high against comparable properties and your home may not sell. Price it too low and you may not achieve the true value of your home and leave money on the table.

THE FAIR MARKET VALUE IS INFLUENCED BY:

- Location
- Condition
- Buyer demand
- Prices of properties currently on the market (active)
- Pending properties (under contract)
- Recent sales (sold)
- Availability for financing

THE HIDDEN INFLUENCE

Always make sure you highlight the positives and negatives of your home to your REALTOR® – these nuances can be turned into an advantage if known in advance - remember no one knows your home and its location like you do.

PRICE: PROFESSIONAL APPRAISAL

The most effective method of pricing your home is to have a professional appraisal. I work with one of Atlanta's most respected appraisal companies.

Benefits of having a professional pre-listing appraisal:

- You receive an unbiased, third party opinion of the market value of your home by a trained professional.
- You are positioned to quickly recognize and respond to a market offer. You are positioned to effectively challenge a low lender's appraisal of your home, maintaining your higher contract price. A lender will consider a well-known appraiser's valuation - they will not consider an estimate provided by a real estate agent.
- You avoid the common practice of a real estate agent “buying your listing” by suggesting a higher price than can be achieved. Because the agent would then be reluctant to suggest a price reduction early in the marketing process, you lose valuable time during those critical first several weeks on the market.

GATHER LISTING DOCUMENTS



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Realtor

Professional Appraisal

A pre-listing appraisal allows sellers to establish market value to better determine a list price. Working with an appraiser can be particularly beneficial in a fluctuating market to ensure homeowners don't aim too high or low.

Seasoned agents and Realtors know how to analyze real estate data in the area, but sometimes there isn't much data to analyze depending on the location of the property. Having a condensed version of the findings from your pre-appraisal laid out for buyers to see during showings will give the buyers confidence in the purchase price and could prevent low-ball offers.

Pre-Listing Inspection

A pre-listing inspection is exactly what it sounds like: Before you officially list your home for sale, a professional home inspector examines your property to identify any potential repairs that need to be made. Think of it as an opportunity to know what to repair before listing the property for sale. Homes that are in great condition typically sell for top dollar. It will also disclose to the buyer any possible problems which you may decide to repair or pass on to the buyer for a discount.

Property Survey

Your pre-sale documents should include a recent survey on your property. It will show the exact legal borders of your property. The survey will help the lender prove that what they're buying is what it's supposed to be. However, you're not obligated to carry out a property survey before selling your house.

Deed

This is a physical document recorded in the county records that the property dwells in that confirms the owner of the property. It contains details about the property location and identifies the owner. The seller will hand over the deed to the buyer in a process known as the transfer of property ownership.

Mortgage Statements/Pay Off Letter

If you have an outstanding mortgage on your property, you should get a statement from your lender to show the payoff. It should show your payoff amount, including interest, until the day you plan to complete the payment. This statement is essential to help you calculate your estimate of net to seller/ home sale proceeds.

Homeowners Insurance Records

The insurance record is another essential piece of paperwork for selling a house that you must present to the buyer. Your buyer should prove that the information in the report of the claim is correct. It will also help the buyer have an idea of the amount of the homeowner's insurance costs.

Tax Records

Consulting the property tax records office can help you understand the value of your home or give you a comparative market analysis. Understand that the market value will be higher than the tax basis of your home. But it will help you understand the pricing range for your home.

HOA Documents/ CC&R's

If your home is under Homeowners Association, you should get ready the HOA documents as well. The document will inform the buyer about HOA regulations, dues, and any penalties under your property.

Utility Bills: Buyers want an outlook on the cost to live in the property. It is helpful to have utility bills readily available for this. This info is also needed as buyers will need to transfer services in their accounts after closing.

Repair/Renovation Receipts: This is helpful to have to show proof of the repairs /renovations that have been done to the property.

ENHANCING YOUR HOME

INTERIOR



Preparation:

Every seller wants to sell their home quickly and every buyer wants to believe that the home they are looking at is the "right one." As we prepare the home for sale here are a few things to keep in mind during this preparation stage. Begin this process with one simple idea **"This is not my home; it is a house and product"**.

For this Seller's Guide, we have broken down this process into three levels. As always, discuss with your REALTOR® what level is required to get the most value for your home.

LEVEL 1: THE BASICS

De-clutter

If it is not needed, remove it and put it in storage.
Pack up the knick-knacks.
Keep the counters clean.

De-personalize

Remove photographs, personal items, and religious items which may be offensive. Remember this is going to be a fresh start for someone else's dream home and you want them to be able to visualize making their own memories here.

Deep clean

Clean the home inside and out. Clean inside the cupboards. Clean the your bathroom(s). Remove spider webs, dust bunnies, wash the windows, clean baseboards, clean the carpets, vacuum, etc.

TIP: Remove all family photos and personal effects so buyers can visualize themselves living there. The property should "appeal to the masses" to gain more buyers and tours.



ENHANCING YOUR HOME

INTERIOR



LEVEL 2: BEYOND THE BASICS

Freshen Up Paint

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people, therefore making your home more desirable.

TIP: Change room decorations and themes. Got a jungle-themed room? How about an all pink or blue kid's room? For now, redecorate, repaint and turn it into a study. Simple is best.

Lighten Up Dark Spaces

Countering a design weakness can involve a simple fix like lighting. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.

Update Lighting

Modernizing your home with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, it's worth replacing outdated ceiling fixtures with contemporary ones.



ENHANCING YOUR HOME

INTERIOR



LEVEL 3: BEYOND THE BASICS

Major Renovations

Haven't replaced that roof in 20+ years? Need to replace the carpet? Add better flooring? Remodel the bathroom? These more expensive repairs will add value to your home and are projects worth considering.

Finishing the Basement

Never got around to finishing the basement? Now is the time you may want to consider it. A finished yet blank canvas can add extra value to your home, and the buyer may be willing to pay more for something they do not have to do.

Other Repairs

With larger repairs it is important to understand that any work you put into the home should add value to the final sale price; if not, it's not worth it.

TIP: Think of this process as a head start to packing. Even though some repairs may seem minor, they can become a major factor in determining whether a buyer will buy.



ENHANCING YOUR HOME

EXTERIOR



Clean the Home Exterior

Houses can become dirty over time, and not cleaning before selling can be a mistake. This is especially true when there is mud around the base of the house near the garden beds or mildew on the siding. Use a pressure washer or wipe down your siding to really make your home shine.

Touch Up Paint

Bare patches in the paint on the house and wood rot around windows, doors, and damaged gutters can cause a home to appear dilapidated. Touching up bare patches and repairing wood rot and gutters will greatly boost your curb appeal.

Make the Lawn Healthy

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home.



PRE-LISTING CHECKLIST



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CLEAN

- Dust shelving and wall art
- Dust and clean all lighting
- Dust and wash vent covers and air returns
- Wash refrigerator and freezer (in and out)
- Wash oven and range hood
- Clean kitchen cabinets
- Clean interior doors
- Wash all windows (in and out)
- Wash walls and doorknobs
- Clean switch plate
- Magic erase baseboards
- Clean window ledges
- Wash bed sheets and linens
- Wash curtains
- Have carpets professionally cleaned

PAINT AND CAULK

- Touch up ceiling
- Touch up interior doors
- Re-caulk baseboards and touch up paint
- Remove nails/screws in walls, patch & paint
- Re-caulk cabinetry
- Re-caulk showers

TASKS

- Replace lightbulbs
- Replace air filters
- Remove personal items and photos
- Hang mirrors in dark/ small spaces
- Add lamps in bedrooms

DECLUTTER

- Organize pantry & fridge
- Drawers in kitchen
- Playroom
- Bookcases
- Closets
- Storage areas
- Linen closets
- Surfaces, counters, desktops
- Floor space

GATHER DOCUMENTS

- Deed
- Mortgage payoff
- Survey
- Appraisal
- Builder's floor plan
- Repair receipts
- Utility bills (last 60 days)
- Property tax records
- HOA Covenants
- Listing documents & disclosures

EXTERIOR

- Clean windows, paint,
- Repair wood rot and gutters
- Pressure wash deck/patio
- Paint front door
- Add fresh doormat
- Weed and add fresh mulch
- Add fresh flowers to planters

MARKETING THE HOME

INTERIOR



MARKETING

Staging:

Once your home has been inspected and necessary repairs have been completed, we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers.

Well staged homes look better, photograph better, show better and sell faster than non-staged homes.

When you list your home with me, you will receive a complimentary staging plan by my design studio, Bree Ervin Interiors, for your home. This is service that is an educational walk through of the entire home with the home stager. The stager will touch on decluttering, depersonalizing, and rearranging followed by a personalized staging action plan for your home.

TIP: *If your home will be vacant while on the market, ask about my vacant home staging service.*

WHAT YOU GET:

- Personalized Home Staging Checklist
- Professional Analysis of Curb Appeal and Furniture Layout

\$250 Value

Home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home. A NAR (National Association of Realtors) survey revealed that 87% of respondents said home presentation makes the difference in most sales.

Also, while many agents overlook the presentation of your home and push for price reductions, the problems, whether perceived or real, still exist.



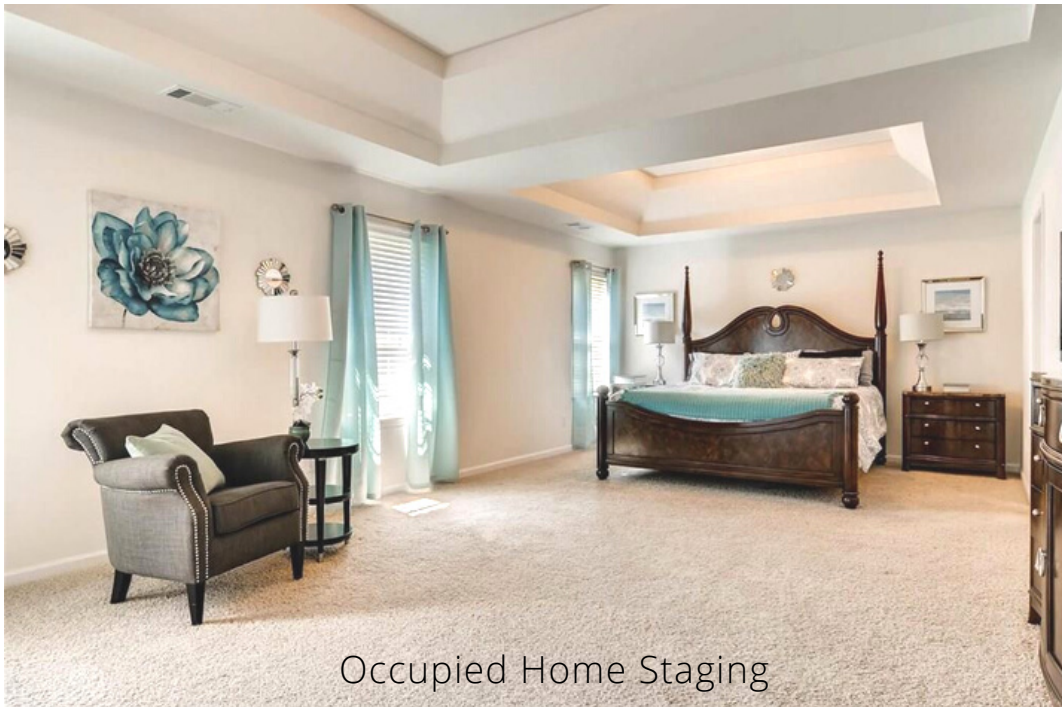
HOME STAGING

Before



2017

After



Occupied Home Staging

HOMIE STAGING

Before



Investor Vacant Home Staging

After



HOME STAGING

Before



Virtual Vacant Home Staging

After
Virtual
Staging



PROFESSIONAL PHOTOGRAPHY/VIDEO



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MARKETING

When your home is ready, I will pay to have your home photographed by a professional real estate photographer. If the property is of a certain nature which requires interior and aerial videography I will cover this cost too. More people will view your home online than will ever visit it personally. Getting, and holding, their attention online with professional high quality photography is one way to increase the probability of an in-person showing.

With 98% of buyers using the Internet to search for homes, high quality professional photography is essential to any comprehensive marketing plan.



Poor Quality



HD Quality



HD Quality

TIP: "Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price." *The Wall Street Journal*

MARKETING PLAN



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Your home is now priced accurately and looks great. Let's show it off! Each home has its own unique and individual story to tell, and the marketing should reflect that. Take some time to sit down with your REALTOR® to discuss the correct marketing plan that is necessary to successfully market the home. A comprehensive and customized marketing strategy will compliment the time, money, and energy that you have invested in your home.

Networking and Referrals: REALTORS® will utilize their network and referral systems to create additional sources of potential buyers. Networking within their firm, other local, national, and international agents, as well as relocation experts creates a large database. Local advertising, word of mouth, and open houses create referrals from local homeowners. 90% of all home sales in Atlanta are co-brokered. This means there is a listing agent who represents you, the seller, and a selling agent who represents the buyer of your home. As a result, marketing to Realtors® is our most productive activity. The most effective way to get the attention of productive agents and buyers is through accurate pricing, great photography, and keeping a clean and beautiful presentation of the home for in person viewings. I also employ **reverse prospecting** to buyer's agents whose buyer's criteria is in line with the property.

Photography: A key element to all marketing is the right photography. Your home has five seconds to impress and grab someone's attention. Skilled professionals know how to use composition, color, and lighting to enhance the subject. The right photography can give you an extra 20 seconds and a great photo can evoke a potential buyer's emotion. This is where they fall in love first.

Digital Exposure: Your online footprint gives you access to social media and 24/7 web exposure. It is the quickest way to get your home exposed locally, nationally, and globally. 95% of buyers use the Internet during their home search.

Print media:

Tangible resources that draw buyers to the home such as yard signs, directional signs, postcards, property brochures, and more.

MARKETING PLAN



Bridgette Clonts
Realtor

7 Level Open House: After the property is actively listed in the MLS database we host an open house the following weekend while the listing is fresh. We typically have the listing go live on Thursday or Friday and host the open house on Sunday. The weekends are the absolute best days to host an open house. In fact, 75 percent of real estate agents chose Sunday as the best day to host an open house.

- Post in MLS, online, Eventbrite, and social media.
- Social Media Ads
- Send out just listed/open house postcards to the neighborhood and surrounding area.
- Directional signage used to drive traffic to the open house. We use a minimum of 6 signs at surrounding intersections.
- Door knock neighborhood to invite neighbors to attend.
- Open House flyers that includes information about distinctive features regarding the home and neighborhood.
- Follow up with open house guests

Social Media: Your home will also be marketed on Facebook, the world's leading social media site, Instagram, and TikTok. I will market your home using several proven approaches, including ads, video, and photos.

Facebook represents an opportunity to reach tens of thousands of potential buyers on a site where they already spend a lot of time. Instagram has surpassed Twitter and LinkedIn to be the second-most-used social media platform. (It was fourth in 2017.) Use is up dramatically from 54% in 2017.



DIGITAL & PRINT MARKETING



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Realtor

Digital Exposure



Print Marketing

BRIDGETTE SELLS **NOW AVAILABLE**
3251 West Harmony Road Denver, CO 80554

4 BED | 4.5 BATH | 5126 SQ FT 3,865,000

OPEN HOUSE
3251 West Harmony Road Denver, CO 80554
WHEN: 10AM - 3PM | FEBRUARY 22ND & 23RD

About The Property

The second floor living and master wings of this compact modern home occupy two separate squares, tall volumes linked via a low-profile entry way. The living wing floor slab is set on concrete piles, floating above the sloping ground of the wooded lot. The structure integrates into the natural setting, reducing its impact. The minimalist modern design palette combines concrete foundations with a timber-framed post and beam structure, wooden roof decks, steel hardware, stone and cedar siding.

4 BED | 4.5 BATH | 5126 SQ FT \$3,865,000

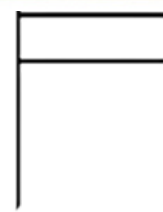
village
PREMIER COLLECTION

FOR SALE
Bridgette Clonts

404.965.4080
770.616.8384

BRIDGETTE SELLS
atlanta

www.bridgettesellsatlanta.com
bridgettesellsatlanta@gmail.com



PREP YOUR HOME FOR PHOTOGRAPHY



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BEDROOMS

- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/ chargers
- Put away toys and declutter

BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc. from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/ cleaning items & supplies

KITCHEN

- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/ dish towels/ pot holders

EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/ walkup
- Remove cars from driveway

GENERAL

- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs
- Open blinds/ curtains for natural light

SELLER SHOWING ETIQUETTE



Before a performing home showing and Open House here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips.

Prep your house for your guests.

This means, bringing in light by opening all the blinds, turning on lights, and checking the thermostat for a comfortable temperature.

A clean house is a happy house.

Make sure your home is tidy before having potential buyers view your home. Be mindful odors too. I recommend vanilla or linen scented plug ins.

Put away personal items.

You want to "appeal to the masses" and allow potential buyers to imagine themselves in your home. It may be hard with lots of your family photos and personal items around. Stash away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves in your home.

Hide or remove valuables.

Remove anything of value like jewelry, money, art work, or trinkets that can be easily stolen or damaged. Additionally as a safety precaution store guns in a safe or remove from the premises. Prescription drugs should be stored out of site.

Let Your Agent Handle It

A potential buyer is less likely to voice any concerns in front of the current owner. Give them the space to explore and scrutinize. Your REALTOR® is your ally; let them handle any concerns a buyer might have.

Be Flexible. Completely leave the site when prospective buyers are viewing your house.

You want perspective buyers to imagine themselves in your house and they can't do that with you there. Be Flexible Many home buyers are on a tight schedule, just like the rest of us. Time is tough to come by, so be flexible, especially if you are living on the premise.

Take your pets with you.

In addition to safety reasons, and possible allergies, a barking dog doesn't really set the tone for potential buyers as they tour your home.

Move your car.

Make it easy for visitors to park in the driveway and view your home.

Lay out important details.

It's good seller/agent etiquette to lay out the home inspection, appraisal, home warranty, gas bill, etc. for potential buyers to view when touring your home. Communicate with your REALTOR® If there are special aspects to the home that you want to be featured and recognized during the viewing of the home, make sure to communicate that clearly to your REALTOR®.

ASK FOR FEEDBACK



Bridgette Clonts

Realtor

It is never easy hearing negative remarks about your home, but knowing is half the battle and the information provided could potentially be helpful in the next showing. It will also show the buyer that you value their opinion. Following an open house or buyer showing, talk with your REALTOR® to measure your home's reception and consider recommendations.

REVIEW

- Are you getting a steady stream of people to Open Houses, Brokers Opens? What is the number of comparable homes & your competition?
- Find out what feedback was given to your REALTOR®. Use this feedback to enhance your home's presentation for future showings.
- Could your home use an incentive to entice more buyers to come for a look? What other marketing strategies does your REALTOR® suggest to attract more buyers?
- It is important to keep things in perspective following an open house or a buyer showing. Remember that home shoppers need time to process what they have seen and maybe time to look around at other homes before making such a big decision.
- Be patient. Be open to feedback and continue to maintain an open dialogue with your REALTOR®.

When working with me you will receive weekly feedback on showings, and market activity. You will receive open house activity the same day after holding the home open

NEGOTIATE THE OFFER



Perhaps the most complex moment of the sales process comes when you get an offer on the home. There are many components to an offer and your REALTOR® can explain the entire process, so that you are comfortable with all the steps involved.

An offer can be drafted with or without conditions: an offer without conditions is known as a firm or contingent-free offer, an offer with conditions is known as a conditional offer and protects one party with the placement of certain conditions on the purchase.

You can reject or accept the initial offer. If you agree to some points of the offer but not others, then you will submit a counter offer. The counter offer may differ from the original offer in respect to price, conditions, closing date, or any other items. Offers can be countered back and forth between the parties until one of you accepts or rejects it, ending the negotiations all together.

COUNTER OFFERS

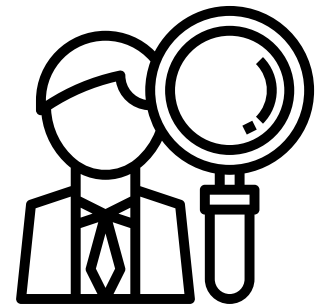
Counter offers are generated by the seller after a buyer has submitted an offer to purchase. Typically, counter offers will state that the seller has accepted the buyer's offer, subject to the particulars such as:

Higher price (if buyer's offer doesn't match sale price)

- Increase the amount of the deposit
- Refusal to pay for certain reports or fees
- Altering closing and/or possession dates
- Modifying the contingency time frames
- Excluding personal property
- Excluding Seller Monetary Contributions

One party can simply accept the counter and deliver it back to the other party or counter with another offer. This can go back and forth several times. Just remember, time is always of the essence. Counter offers contain expirations, just like purchase offers, which means the you can accept another offer while the buyer decides if they will sign the counter offer.

HOME INSPECTION



A home inspection is a visual assessment of a house's physical structure, mechanical systems, appliances, including the roof, ceilings, walls, floors, windows and doors. The inspector will check that major appliances are functional, scrutinize the heating and air-conditioning system, examine the plumbing and electrical systems and may even survey the attic and basement.

The goal of a home inspection is to uncover issues with the home itself.

An inspection is not a pass-fail exam. No fixes are mandatory after a home inspection, though it may uncover issues that prompt further investigations and negotiations.



HOME APPRAISAL



A home appraisal is a licensed or certified appraiser's opinion of a home's value. The appraisal is based on research of recent sales of comparable homes in the area, an analysis of the property and the appraiser's judgment. The mortgage lender requires an appraisal to help gauge risk of making a loan. The property serves as collateral in case the borrower defaults, so the lender wants to make sure the loan isn't for more than what the property is valued.

An appraisal is an assessment of home value. The appraiser considers the home's condition as part of the analysis of how much the property is worth, as well as other factors, such as the local housing market. The appraiser doesn't make recommendations for repairs.



REMOVE CONTRACT CONTINGENCIES



Once both parties accept the sales contract and its contingencies they will start to work towards removing these conditions, and set a specific time frame to do so (varies by state).

Your REALTOR® will advise you on what contingencies you can remove, based on the results, once the appropriate due diligence has been completed, ideally both parties should have been able to negotiate a reasonable time to remove these conditions.

It is important to understand the options available to you should one of the conditions you are responsible for not be removable prior to the contract date. This does not automatically mean that the 'deal is dead' – having a REALTOR® who is a good negotiator and will work with the buyer's agent to find a solution is key.

Equally, conditions that the buyer needs to address can also be provided with extensions – this is the seller's choice.

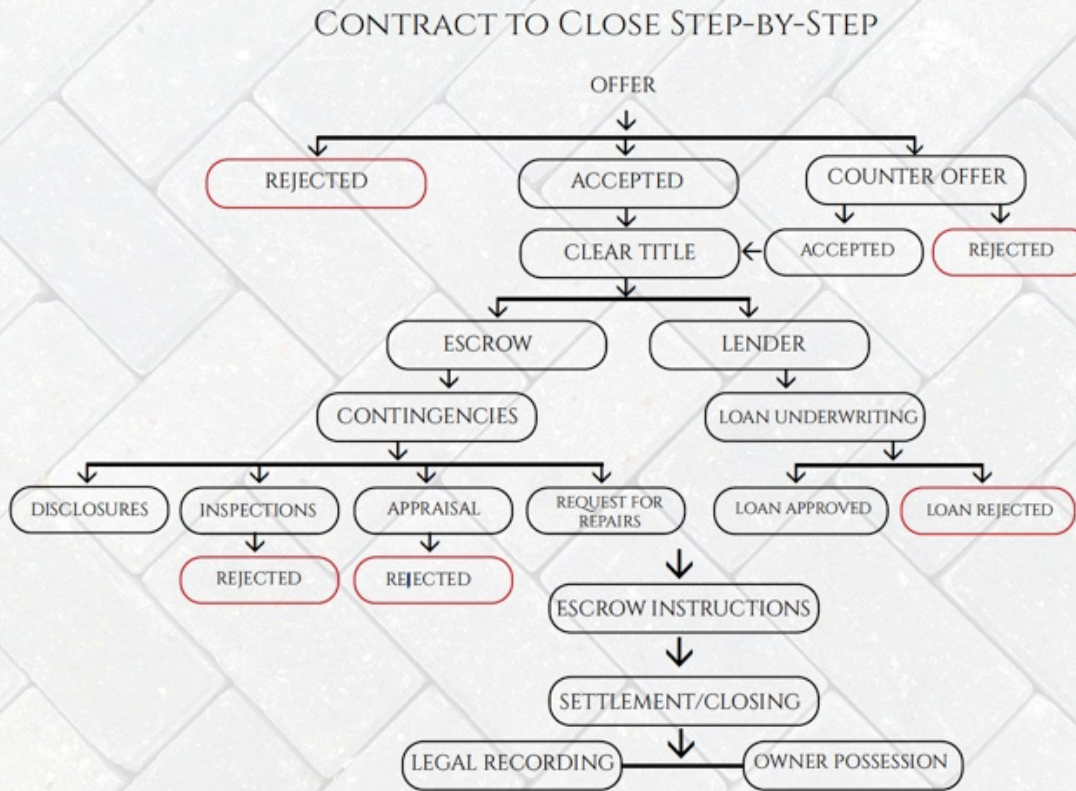
An experienced REALTOR® will advise you on the right course of action based on their knowledge and experience.

Once both parties are satisfied and wish to commit to the purchase and sale of your home, a contingency removal document will be prepared for both parties to sign.

WHAT TO EXPECT AT CLOSING



Bridgette Clonts
Realtor



After all the contingencies have been removed, it becomes the responsibility of the legal and financial institutions to prepare all the necessary paperwork. Should there be any issues, your REALTOR® will contact you directly.

Prior to closing, contact your Escrow Company/Closing Attorney and provide them with instructions on how you would like the funds deposited from the sale. You can receive your proceeds via check or wire. Unlike the buyer, who has to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the seller, may or may not need to attend. Closing on a home usually takes 60-90 minutes and occurs Monday - Friday, but usually occur on the agreed upon date in the contract terms. You are required to bring a valid state issued I.D. At closing, you will sign all of your legal documents, including paperwork related to the transfer of ownership. There is usually a representative from the Escrow Company or attorney to facilitate the exchange.

When closing is finished, you should not only be prepared to hand over the keys, but any copies of documentation that relates to the property and its amenities. You will receive a copy of the documentation you signed together with a statement of costs. At the end of closing, the deed will be transferred and recorded at the county clerk's office.

MOVE OUT CHECKLIST



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Realtor

Notify current utility companies - advise of new address, shut-off and connection dates, and if necessary,

- Electric
- Water/Sewage
- Trash
- Gas
- Telephone
- Cable/Satellite /Internet
- Insurance, transfer homeowner's insurance to new home
- File change of address with postal service - start and end dates
- Notify DMV of new address - driver's license and registration
- Notify your bank and credit card companies of your move and that you will be making purchases in a new area
- Update voter registration
- Updated medical records - notify doctors, dentists, pharmacists
- Update employer records
- Notify children's school and activities of move
- Cancel/Update gym memberships and local memberships if not staying in area
- Hire housekeeping and landscaping services to ensure the home is clean before the new buyers arrive
- Send out "Just Moved" cards to notify family and friends of new address

FREQUENTLY ASKED QUESTIONS

WHEN IS THE BEST TIME TO SELL?

When you are ready. Every real estate market is different, we have seen this post pandemic in 2020 & 2021 therefore, the best time to sell a home will be different from market to community. Don't wait for perfect conditions to sell – they don't exist.

HOW DO YOU CHOOSE A REALTOR®?

Think of the process as equivalent to giving a job interview. Do they know your local market? Price points? Types of homes? What is their track record for sales in your community? Can they provide testimonials? Ask for references!

HOW LONG DOES THE LISTING AGREEMENT LAST?

Every real estate agent will have a preferred length. One thing to keep in mind when asking about the length of a listing agreement is the average days on the market. If the average days on the market in your local real estate are 45, a 60 day listing agreement may not be enough.

HOW MUCH COMMISSION SHOULD YOU PAY?

Commission is negotiable. The phrase "you get what you pay for," is true when it comes to real estate too.

Choosing a REALTOR® based solely on the fact they offer the lowest commission amount is a mistake frequently made by home sellers.

CAN I GET OUT OF A DEAL SHOULD I DECIDE THE PROPERTY OR DEAL ISN'T RIGHT FOR ME?

Don't be afraid to back out of the deal. Speak with a real estate attorney to know your legal rights to do so.

CASE STUDY

OVERPRICED HOMES DON'T SELL

Agent Full

MLS System - FMLS

List Price: **\$355,000**
Sales Price: **\$355,000** CC: **\$3,500**
Closed



Residential - Attached
MLS #: 6785590 **Broker:** [VIRT01](#)
1433 NW Carroll Drive NW, Unit#11
City: Atlanta
County: Fulton - GA
Subd/Comp: Hills Park

Availability: No conditions

State: Georgia, 30318-3671
Lake: None

Lvls	Bdrms	Baths	Hif Bth
Upper	2	2	0
Main	1	1	0
Lower	0	0	0
Total	3	3	0

SCHOOLS

Elem:	Bus Rte:
E. Rivers	Bus Rte:
Willis A. Sutton	Bus Rte:
North Atlanta	Bus Rte:

Subtype: Townhouse
Levels/Stories: 2
Year Built: 2007
Acres/Source: 0.0200 / Public Records
Common Walls: End Unit, No One Above, No One Below
Const: Other
Arch Style: Traditional

Condition: Resale
Sq Ft/Source: 1,748 / Public Records
Above Grade Finished Area:
Below Grade Finished Area:
Below Grade Unfinished Area:

Ownership: Other **# of Units:** 1
Foundation:

Directions: From Howell Mill Rd to Ellsworth Industrial Blvd. Right past Top Golf on Chattahoochee Avenue and Carroll Drive is on your left. From I-285 to S. Atlanta Rd. to Marietta St. cross over Chattahoochee Blvd. to left on Carroll Dr.

Public: This charming West Midtown townhouse located in a quaint community is a must see! Enjoy the spacious covered front porch or private extended deck located off the kitchen. Walk into a spacious open floor plan featuring real hardwoods throughout the main floor and in the bedroom with full bath on the main floor. The kitchen offers SS appliances, white cabinets, granite counters, and tiled backsplash. The second story features an owners suite with a full en-suite bath, and a bedroom with full bath. Finished bonus/game room in the basement with 3 car tandem garage. 1 assigned guest parking space. This home is located minutes from downtown, Buckhead, and Vinings. Close to the Beltline, great restaurants, shopping, Top Golf, and lots of new developments in West Midtown.

Private: Vacant. Easy to show. Please use Showing Time for appointments. AGENTS due to COVID-19 please provide and wear masks and gloves for you and your buyers while showing. Owner's suite and living rooms photos are virtually staged.

FEATURES

Bedroom: In-Law Suite/Apartment, Roommate Floor Plan
Master Bath: Double Vanity
Kitchen: Breakfast Bar, Pantry
Dining: None
Laundry: None
Rooms: Living Room

Accessibility: None
Appliances: Dishwasher, Disposal, Electric Cooktop, Electric Oven
Basement: Finished, Interior Entry
Community: None
Cooling: Central Air
Electric: None
Exterior: Private Rear Entry
Fencing: None
Fireplace #: 0
Fireplace: None
Flooring: Carpet, Hardwood, Vinyl
Grn Bld Cert:
Green Eff: None
Grn Gen: None
Heating: Central
HERS Index:
Horse Amen: None
Interior: Double Vanity
Lot Features: Front Yard
Other Equip: None

Other Struct: None
Parking Feat: Garage
Parking Carports: Garages: 3 Parking: 3
Patio/Porch: None
Pool Features: None
Pool Private:
Road Front: None
Road Surface: None
Roof: Composition
Security: None
Sewer: Public Sewer
Spa: None
Utilities: None
View: City
Water Frntage: 0
Waterfront: None
Water Ament: None
Water Source: Public
Windows: None

LEGAL | FINANCIAL | TAX INFORMATION

Tax ID: [17-0192-0001-053-0](#)
CPHB: None
Land/Lot: 0 **District:** 0
Plat Book/Page: 0/0
Listing Conditions: None
HOA Phone:
Owner Finance: No
Association Fee: \$150 / Monthly
Master Assoc Fee: \$0

PPIN #/APN:
Section/GMD: 0
Deed Book/Page:
Special Circumstances: None
HOA Rent Restriction: No
Owner 2nd: No
Swim/Tennis: \$0
Home Warranty: No

Tax/Tax Year: \$4,222 / 2018
Lot: 0 **Block:** 0
Land Lease: No **Lot Dim:** X
Assessment Due/Contemplated: No
Assumable: No
Initiation Fee: **FHA Condo:** No

LISTING AGENT | OWNER | SHOWING INSTRUCTIONS

Agent License#: 305893
Firm License#: H-62052
Office: [Virtual Properties Realty.com](#)
Show Inst: Appointment Only, Showing Service ShowingTime, Vacant
Buyer Agency Compensation: 3%
Possession:
BuyBrk Present Offer to Seller: No
Listing Contract Date: 09/23/2020
Exp Date: 01/25/2021

Agent: [BRIDGETTE CLONTS](#)
Co-Agent:
Dual Var Comp: No
Lockbox: Supra
Contact: n/a
On-Market Date: 09/25/2020

Phone/Cell: 770-616-8384/770-616-8384
Phone/Fax: 770-495-5050/000-000-0000
Email: bridgettesellsatlanta@gmail.com
Occupant Type:

Contact Phone: 770-616-8384
Original List Price: \$355,000

SOLD INFORMATION

Binding Agremnt Date: 09/29/2020 **Prop Closing Date:** 10/28/2020 **DOM:** 4 **Total DOM:** 4

Sell Agent: [Drey Doty](#)
Sell Company: [Harry Norman Realtors](#)
Closing Date: 10/28/2020 **Sale Price:** \$355,000
Friday, January 27, 2023 2:46 AM

Co-Sell Agent:
Costs Paid by Seller: \$3,500

Sell Office Code: HNBH08
SP/OLP %: 100% **Terms:** Other
Requested By: BRIDGETTE CLONTS

CASE STUDY

THE BREAKDOWN

OVERPRICED HOMES DON'T SELL

The Problem: This property had been on the market for close to 2 years. There were 3 listing agents prior to me obtaining the listing. The property was grossly overpriced. The seller assumed they could set their list price based on upcoming development plans for the surrounding area. This did not hold true. Over priced properties will linger and languish on the market only to incur many price reductions until it is in line with the market.

The Solution: I presented a clear and precise Comparative Market Analysis to set the list price along with my marketing plan which included refreshing the home with new LED light bulbs throughout, deep cleaning, carpet cleaning, high quality photos, and virtual staging. The listing was under contract within 4 days on the market for full asking price and I navigated the seller through the process to a successful

LISTING INFORMATION					
MLS Listing Number	6785590	MLS Orig. List Price	\$355,000		
MLS Status	Closed	MLS Sale Date	10/28/2020		
MLS Area	22 - ATLANTA NORTH	MLS Sale Price	\$355,000		
MLS D.O.M	4	Listing Agent Name	Clontsb-Bridgette Clonts		
MLS Listing Date	09/23/2020	Listing Broker Name	VIRTUAL PROPERTIES REALTY.COM		
MLS Current List Price	\$355,000				

MLS Listing #	6728658	6656678	6601418	6515072	6107282
MLS Status	Withdrawn ←	Withdrawn ←	Expired ←	Expired ←	Expired ←
MLS Listing Date	05/25/2020	12/14/2019	08/14/2019	03/08/2019	12/06/2018
MLS Listing Price	\$360,800	\$379,900	\$379,900	\$399,500	\$407,000
MLS Orig Listing Price	\$360,900 ←	\$379,900 ←	\$379,900 ←	\$407,000 ←	\$412,000 ←
MLS Close Date					
MLS Listing Close Price					
MLS Listing Expiration Date	11/01/2020	07/17/2020	12/13/2019	07/20/2019	03/07/2019

OVER PRICED WHILE ON THE MARKET 6 TIMES

MLS Listing #	6060768	5664113	3373785
MLS Status	Withdrawn ←	Closed	Closed
MLS Listing Date	08/20/2018	03/24/2016	
MLS Listing Price	\$415,000	\$338,000	
MLS Orig Listing Price	\$455,000 ←	\$338,000	
MLS Close Date		05/16/2016	
MLS Listing Close Price		\$334,500	
MLS Listing Expiration Date			

LAST MARKET SALE & SALES HISTORY			
Recording Date	10/29/2020	Price Per Square Feet	
Settle Date	10/28/2020	Deed Book & Page	
Sale Price	\$355,000	Deed Type	



CUSTOMER TESTIMONIALS



She is an advocate. She walked me through the entire process. She held my hand. She prayed with me and for me as the process was stressful and at times discouraging. She is passionate about helping to get people in homes. We need realtors like her that care and walk buyers through the process. I highly recommend her. She is a shifter. She knows the game and the market. I would recommend her to anyone I love. Words cannot express how grateful I am for her.

”

THE FERGUSON'S



Our home was sitting on the market for over 2 years with no realistic offers. Our realtor Bridgette was AMAZING . She took over from the last listing agent and produced an incredible, cutting edge marketing plan in a very uncertain real estate market. Bridgette worked with us and within 2 days from listing the home we had an accepted offer.

”

C. LUKE



Bridgette is a highly effective professional and knowledgeable real estate agent. She makes the buying and selling process simple and easy. She swiftly negotiated repair items requested from the buyer that saved me money and was able to keep the contract in tact. You will have a great buying or selling experience by choosing Bridgette to be your real estate agent. She won't disappoint.

”

K. ERVIN

REAL ESTATE TERMS



APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.

CLOSING COSTS

All settlement or transaction charges that home buyers need to pay at the close of escrow when the property is transferred.

APPRECIATION

Increase in the value or worth of an asset or piece of property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

MLS

A computer-based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most homes currently on the market. The public can now access much of this kind of information through websites like

ASSESSED VALUE

This is the dollar value that a public tax assessor assigns to your home for the purpose of city/state taxes. This value is separate from a home appraisal value or market value.

CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the closing.

ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.

HOME INSPECTION

An examination of the condition of a real estate property. A home inspector assesses the condition of a property, including its heating / cooling systems, plumbing, electrical work, water and sewage, as well as some fire and safety issues.

TITLE

Ownership of real estate or personal property. With real estate, title is evidenced by a deed (or other document) recorded in the county land records office.

RESOURCES

HOME INSPECTORS

Atlanta Property Inspections...770-932-8634

<http://inspect-atlanta.com/>

Champia Real Estate Inspections...770-953-0767

<https://champia.com>

The Home Inspection Pros...404-454-7651

<http://thehomeinspectionpros.com/>

HANDYMAN / PAINTERS

Omar Vazquez Paint Contractor...678-330-6327

Silvano Floors | Hardwood & Tile ...678-891-8186

Mothersill Assembly... 848-448-0479

MOVERS

Atlanta Peach Movers...770-447-5121

atlpeachmovers.com

Falcon Moving...678-276-6044

Average rate of 120 / hour for 2 men (2.5 hr min.)

(falconmovingatl.com)

White Glove Storage & Delivery...470-344-2100

<https://whiteglovedelivery.com/>

PLUMBERS

Quick Action Plumbers...770-370-3772

<http://www.onestoptheplumbingshop.com>

APPRAISERS

DS Murphy Appraisers & Consultants/

Residential & Commercial

678-584-5900

CONTRACTOR

Acosta RemodelingLLC...404-514-9803

Castle Painting & Remodeling

404-236-8948

<http://castlega.com/>

Equimaxxit

<https://www.equimaxit.com/>

Upsell My Listing

<https://www.upsellmylisting.com/>

LANDSCAPERS

Gibbs Landscape...770-432-7761

<https://gibbslandscape.com/>

CLEANING SERVICES

Around The Clock Cleaning..678-793-0317

Zerorez (carpet)...770-407-6662

ELECTRICIAN

Arch Angel Electric...470-410-8989

arcangelelectric.com

Mr. Electric... 770-285-5700

www.mrelectricatlanta.com

T E Certified Electric | Plumbing | HVAC

770-667-6937

www.tecertifiedelectricians.com

HVAC

Casteel, Heating, Cooling, Plumbing, & Electrical

770-565-5884

<https://casteelair.com/>

Harvest Time Mechanical & HVAC

Alec Stilley 678-689-9911

alecstilley@yahoo.com

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SELLER questionnaire

SELLER #1

PHONE

EMAIL

SELLER #2

PHONE

EMAIL

MOTIVATORS

What are your reasons for selling?

When do you want to move?

How long have you owned your home?

FINANCES

What price range are you expecting for your home?

Are you current on your mortgage payments?

PROPERTY INFO

Bedrooms

Bathrooms

Approximate Sq. Ft

Features

Amenities

Upgrades Since Purchase

THANK YOU



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village
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I look forward to assisting you with a successful sale of your home!

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