



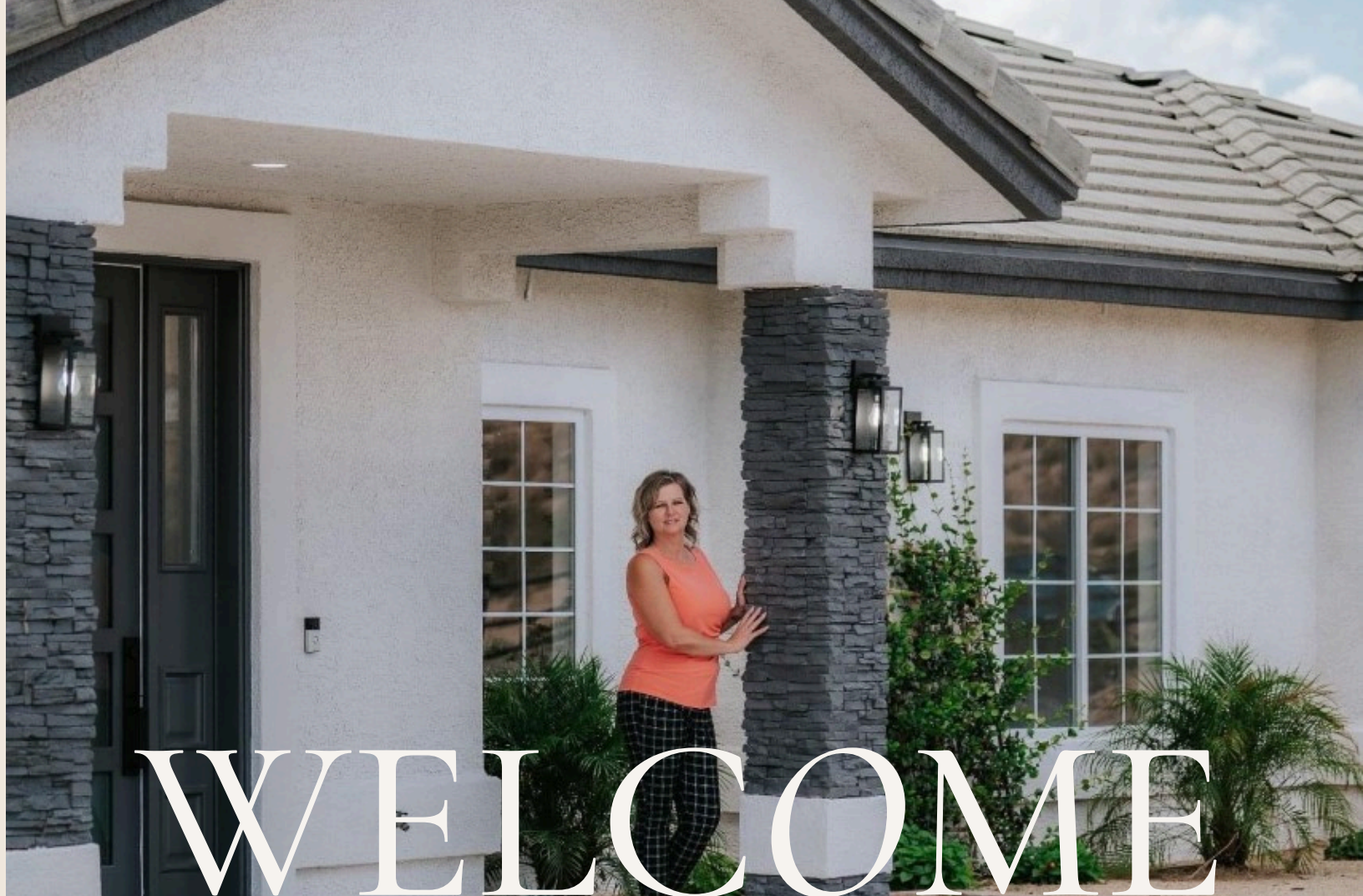
Las Vegas Realty Professionals

Lic #1002205

SOLD.

Melissa Blazwick

FROM START TO SOLD. ALL THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL YOUR HOME.



Hi, I'm Melissa and I believe in home.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, I can help you navigate the process with ease. I will outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Melissa Blazvick

Welcome	2
Contents	3
About Me	4
How the Transaction Works	5
The Selling Process	6
The Listing Consultation	7
How Much Do I Charge?	8
Listing Cancellation Guarantee	9
Setting the Price	10
Agent Compensation	11
Do You Need to Pay a Buyers Agent?	12
Prepping the Home	13
Pre List To Do List	14
Professional Photos	15
Shocking Truths	16
Go to Market Timeline	17
3 Step Marketing Process	18
The 7-11-4 Rule	19
The Timeline	20
Online Debut	21
Open House/Offer Presentations	22
Contingency Period	23
Common Contingencies	24
Closing Day!	25
What You Can Expect	26
What Others Are Saying	27
Ready to List? My Contact Info!	28

MELISSA BLAZVICK

BROKER/REALTOR

I am the BROKER/Owner at Las Vegas Realty Professionals. I am a wife, mother, grandma, plant and animal lover!

I love being outdoors in our fabulous city of Las Vegas! When I am not working in Real Estate you will find me kayaking, riding my Harley, talking to my plants or hanging with family and friends and my pups!



HOW DOES A REAL ESTATE TRANSACTION WORK?



SUCCESSFUL SELLING PROCESS

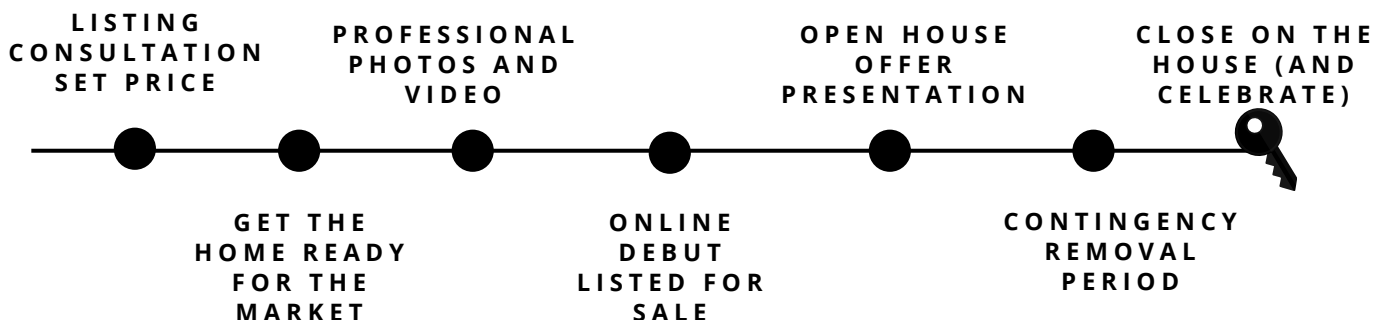


I KNOW THAT SELLING YOUR
HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With my modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Melissa

How Much Do I Charge? My commission is negotiable!

Pick the listing that best fits your needs below!

Tier 1 2.00% of Sale Price	Tier 2 2.50% of Sale Price	Tier 3 3.50% of Sale Price
<p>1. List on MLS Listing will be sent out to all the below websites:</p> <ul style="list-style-type: none"> a. Zillow b. Realtor.com c. Trulia d. Homeasap e. Facebook/Las Vegas Realty Professionals f. Instagram/Las Vegas Realty Professionals 	<p>1. List on MLS Listing will be sent out to all the below websites:</p> <ul style="list-style-type: none"> a. Zillow b. Realtor.com c. Trulia d. Homeasap e. Facebook/Las Vegas Realty Professionals f. Instagram/Las Vegas Realty Professionals 	<p>1. List on MLS Listing will be sent out to all the below websites:</p> <ul style="list-style-type: none"> a. Zillow b. Realtor.com c. Trulia d. Homeasap e. Facebook/Las Vegas Realty Professionals f. Instagram/Las Vegas Realty Professionals
<p>2. LVRP Sign up (if allowed-determined by HOA or community)</p>	<p>2. LVRP Sign up (if allowed-determined by HOA or community)</p>	<p>2. LVRP Sign up (if allowed-determined by HOA or community)</p>
<p>3. Pictures will be taken by me.</p>	<p>3. Professional Pictures</p>	<p>3. Professional Pictures</p>
	<p>4. Personalized report weekly on listing</p>	<p>4. Personalized report weekly on listing</p>
		<p>5. LVRP Sign up (if allowed-determined by HOA or community)</p>
		<p>6. Open House Dates</p>
		<p>7. 3D Images as well as overhead pictures for listing.</p>
		<p>8. Videos/3D tours.</p>



No Fee No Penalty Listing Cancellation Guarantee

We know hiring a real estate agent is a risk since you really don't know whether you have a good one until after you sign the agreement.

However, we are so confident in our services that we are willing to give you a Satisfaction Guarantee!

We want you to feel comfortable and confident with us.

At any time during your listing agreement, **prior** to accepting or negotiating a contract for sale, if we have not provided the services we have promised...

bring this document to us, and we will cancel the remainder of your listing agreement with us without any fees or penalties.

SETTING THE RIGHT PRICE



You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

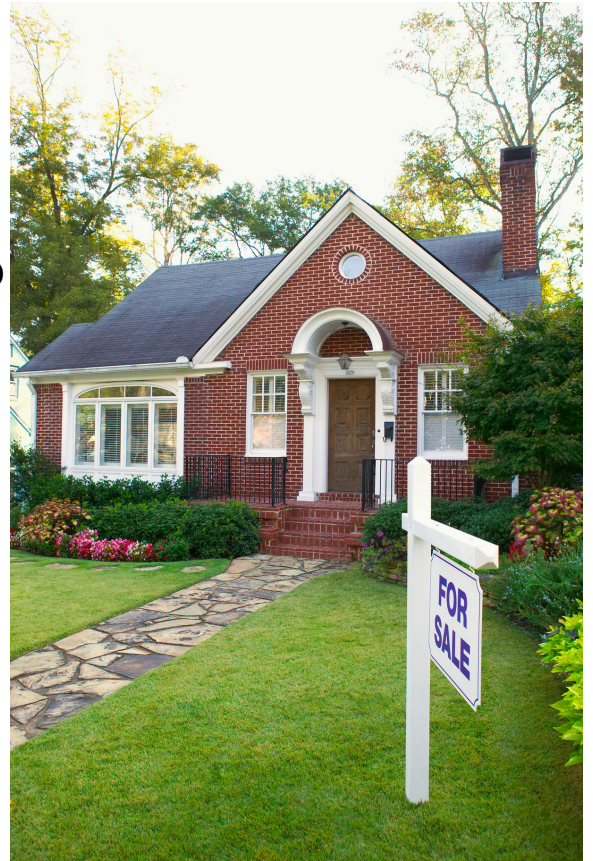
Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

Typically, sellers offer 3% of the purchase price to their agent and 3% to the buyer's agent. New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that sellers offer a co-broke to a buyer's agent, here's why:



- It makes your listing more appealing. When every other listing is offering a buyer's co-broke agents are motivated to get their clients into yours.
- It creates a smoother transaction. A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

You are not required to offer a buyer's co-broke, however, when you allow the buyer to roll their agent's commission into the purchase price of the home it greatly reduces the amount of cash they are required to bring to the table. A buyer's co-broke has always been a pre-negotiated seller concession, but now the choice is yours in how you choose to handle their compensation. Talk with your lender and other trusted financial advisors.



Do you need to pay a buyer's agent?

The short answer is no...

You've never been 'required' to pay a buyer's agent BUT it does offer you a competitive advantage which is why it has almost always been done this way. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a co-broke to the buyer's agent, the number of buyers that can now afford the home skyrockets.

Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers a co-broke.



PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we can have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home. Tier 2 & Tier 3 only.



Las Vegas Realty Professionals

Lic #1002205



Shocking Truths...

- ✓ homes listed with professional photography sell 32% faster.
- ✓ The average ROI on professional real estate photography is 826%.
- ✓ 68% of consumers say that great photos made them want to visit the home.



GO TO MARKET TIMELINE



Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.



The photos and videos will then be edited and used to build the following marketing materials:

- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

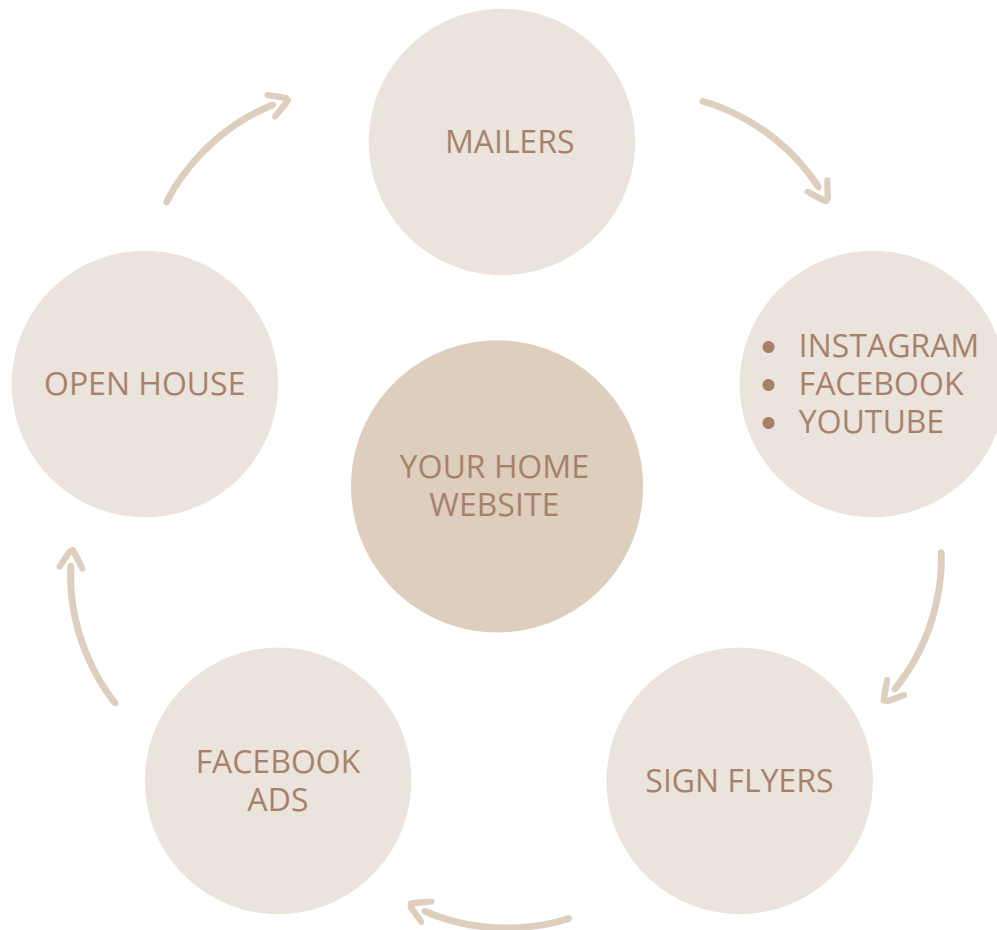
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home. Tier 2 & Tier 3 Only.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

COMING SOON

- Sign is placed in yard
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold
- Tier 3 only

PHOTO & VIDEO

- Content shoot day
- Full photos of home

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity
- Tier 3 only

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday & Sunday
- Tier 2 & 3 only

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



I PUBLISH YOUR LISTING ON THE MLS (MULTIPLE LISTING SERVICE), SYNDICATE WITH MAJOR REAL ESTATE PLATFORMS LIKE ZILLOW, TRULIA, HOMEASAP AND REALTOR.COM, AND CLAIM THOSE LISTINGS TO FOLLOW STATISTICS.

I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers



OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.



CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

01 Inspection Contingency

Every contract has a 10-15 day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



What you CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Melissa



what others **ARE SAYING**

"I worked with her mom and now Melissa. She is very knowledgeable, patient, and understands trends better than most. I have bought and sold 6 house with her and as far as I am concerned, nobody else would give me the personalized service and guidance needed to navigate the purchase or sale of a property."

"Melissa is fantastic, She listens to your needs and wants. Best realtor that we ever had."

"Melissa was great to work with as we purchased our new home in North Las Vegas. Kept us informed through the whole process. Very easy to work with."

"Melissa does a fabulous job. In my lifetime I have gone thru 7 different purchases and this was the best experience I have had with any realtor! She is thorough and knowledgeable of every aspect. My house closing in Arizona was a nightmare but Melissa was able to get the new house purchase closed 9 days later even with financing. I would highly recommend her to anyone purchasing a home."

"Melissa went above and beyond to ensure the process of selling our home in Nevada went smoothly. I live on the East Coast and she was always available to answer and resolve any issues that arose. We also spent weeks working physically side by side to beautify the house. She is professional, courteous, knowledgeable and a joy to be around. She made us feel like we were part of her family. I feel as though a friendship was formed and am grateful for all of her expertise."

"Melissa was so attentive and beyond helpful throughout the entire buying process. She would get back to us within minutes, and always had a valuable feedback to share. I would highly recommend Melissa's realty services to anyone who is in the process of buying a new home. She is fabulous at what she does, and she is a great person all around."



READY TO LIST?



GET IN CONTACT



MELISSA BLAZVICK

B R O K E R / R E A L T O R

Cell: 702.327.8289

Email: melissa@LVRPROS.com

IG: @mblazvick_las_vegas_realtor

Website: www.lvrpros.com



