



# A SELLER'S GUIDE

ROADMAP TO SELLING YOUR HOME



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# Welcome!



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## FIRST...A THANK YOU

If you're reviewing this information, it's because you're thinking of selling your home. I'm grateful and appreciative you have taken a moment to see how I can be the perfect partner for you. Thank you for your time!

## MY "ABOUT ME" IS ABOUT YOU

I've been a realtor in the Cleveland area since 2021. My passion for the area comes through in my local knowledge and expertise in all things Cleveland. You get to utilize my experience & knowledge to help you!

Whether or not if this is your first home sale, every move is a chapter of your story. This is more than a "transaction"; it's a part of your life. I'm here to help you navigate the process to the best of my ability. I help my clients navigate the complexities of purchasing & selling real estate. I am a supporting character in your story, and it would be an honor to partner with you for the next chapter of your life's story.

*Jordan Marra*

# Safety Considerations

## **MOST HOMES HAVE SURVEILLANCE EQUIPMENT**

With the emergence of affordable surveillance devices like smart cameras and AI Assistants (Siri, Alexa, and Google), most homes have some level of surveillance equipment inside and outside of the home. We are required to disclose if there are cameras and/or recording equipment on the premises, and be mindful of not listening in to private conversations while buyers and their agents are touring your home.

## **WIRE FRAUD IS VERY REAL**

There are nefarious people in the world and those people will attempt to take advantage of the trust of home buyers. DO NOT ever transfer money or provide personal information to any party in this transaction without verbal confirmation from me, a member of the title company, or your loan officer.

## **I REPRESENT YOU AND YOU ALONE**

Ohio allows something called “Dual Agency”, which is an agent’s ability to represent both buyer and seller in the same transaction. Whereas it’s legal, I do not believe that it is in your best interest to my clients as the inherent conflicts do not allow me to give your full advice, guidance, and counsel. If a buyer is interested in purchasing your home, I will make arrangements to make sure everyone has their own representation without any conflicts or restrictions. It is important you get the best service, and that I am able to provide all of the services I can offer to you!



# HOME SELLERS Roadmap



*Jordan*  
MARRA  
- REALTOR® -



# Determining FACTORS

WILL MY PROPERTY SELL OR NOT SELL?

## FACTOR 1: *pricing*

When presenting a home to buyers, it's important to price the home correctly. This will set realistic expectations and attract serious buyers, ultimately leading to a successful sale for the seller. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

## FACTOR 2 *how it works*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- ✓ Completing repairs that need to be done
- ✓ Cleaning carpets
- ✓ Decluttering & removing personal items
- ✓ Neutralizing spaces and walls
- ✓ Make sure the home is clean and smells fresh

## FACTOR 3 *marketing*

I offer proven marketing strategies to help get your home sold quickly and for top dollar.

- ✓ **PROSPECTING**  
Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.
- ✓ **MARKETING**  
The second you sign with me, I go to work on marketing your home! ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.
- ✓ **COMMUNICATION**  
You can expect me to actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.



## SOME WAYS TO BOOST APPEAL

### ✓ PROFESSIONAL STAGING

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

### ✓ BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light. Studies show that online buyers disregard homes with limited photos, low-quality photos, and minimal information. I will be sure to take the extra steps to get maximum exposure for your home and give the online shopper a wealth of information, as well as quality photos, and video tours.

### ✓ PROFESSIONAL PHOTOGRAPHY

# Listing STRATEGY

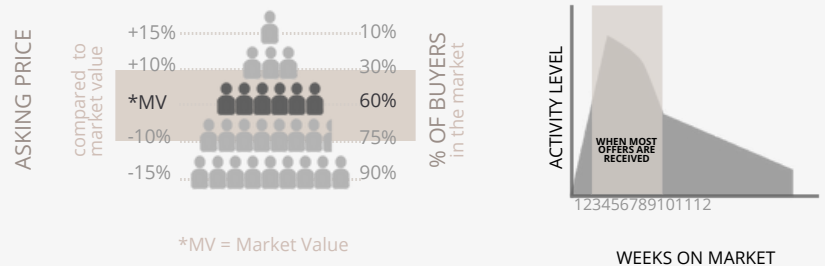


## PRICING STRATEGY

Taking a close look at the market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.



## PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, professional staging may be something we consider. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

## AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. I focus most of my attention on this. My expertise is increasing brand awareness and attracting hundreds of buyers per month.



# *How Am I Compensated?*



## **COMMISSIONS AND FEES**

As a real estate agent, the income I earn comes from commissions. There are no set standard fees for the services that I provide.

Just like when you accept a job, I also want to make sure I am compensated for the work I do. My job is to apply all of my knowledge and resources to protect you and your family. I will always work toward getting you the best possible outcome in your pursuit of selling your home.

As an independent contractor with my firm, I am obligated to share a portion of the commission with my brokerage in return for the support they give me, as well as my own business expenses, taxes, and other fees that I pay.

In return for my services, we will establish a compensation that I will receive upon reaching your goal of selling your next home. That minimum commission fee is outlined in our Exclusive Right to List Agreement. You will always know what compensation I am receiving prior to entering into a contract to purchase.

## **THE BUYER'S AGENT**

As of August 17 2024, the way buyer's agents are paid has changed. Previously, the seller paid the listing brokerage a set commission amount, and the listing brokerage paid the buyer's agent's commission from that set amount. Currently, the buyer's agent will be paid according to the terms of the Buyer Agency Agreement they have in place with their buyer. That could come from the buyer directly, the seller, or a mix of both. All buyer's agents commissions are negotiable and will be taken into consideration on an offer by offer basis. Some offers will include offers of compensation for the buyer's agent, while others will not. The commonality is that you as the seller have the right to pay, not to pay, or negotiate the commission for the buyer's agent.



# THE ART OF *Staging*

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which attract more online interest and showings. Ultimately, staging helps a home stand out among and potentially command a higher sale price.



STAGED HOMES  
SPENT **90%** LESS  
TIME ON THE  
MARKET

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STAGED HOMES  
INCREASED SALE  
PRICE UP TO  
**50%**

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## BENEFITS OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ INCREASED SALE PRICE
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ DISGUISES FLAWS OF THE HOME
- ✓ DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL
- ✓ CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

# *Real estate photography* + **PROFESSIONAL** Videography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. As your agent, I will ensure that your home will be shown in its best light.

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT



QUALITY PHOTOS  
ENJOY **118%** MORE  
ONLINE VIEWS

PROFESSIONALLY SHOT  
LISTINGS CAN SELL FOR  
UP TO **19K MORE**

REAL ESTATE LISTINGS  
WITH VIDEO RECEIVE  
**403%** MORE INQUIRIES

**70%** OF HOMEBUYERS  
WATCH VIDEO HOUSE  
TOURS

# Virtual TOURS

A VIRTUAL TOUR IS A SEQUENCE OF PANORAMIC IMAGES THAT ARE 'STITCHED' TOGETHER TO CREATE A 'VIRTUAL' EXPERIENCE OF A LOCATION. ONCE CREATED, THE VIEWER IS ABLE TO EXPERIENCE WHAT IT IS LIKE TO BE SOMEWHERE THEY ARE ACTUALLY NOT



## THE BENEFITS

- ✓ Virtual house tours allow potential buyers to check out every room and corner with a few mouse clicks. Compared to photos and videos, this technology offers a more accurate and immersive experience.
- ✓ Utilizing virtual tours, we can narrow in on the most serious buyers and give them a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.
- ✓ Potential homebuyers don't like to wait. They want all the information now. A virtual tour allows every part of your home to be on display around the clock without disturbing you.
- ✓ Your home will definitely stand out. A virtual tour exposes your home to a wider audience. Your home can be toured from anywhere at any time.





# *I've got you* COVERED

## ✓ A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

## ✓ STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

## ✓ DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

## ✓ REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

## ✓ PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

## ✓ BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

## ✓ KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.

# Marketing PLAN

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market by using the MLS.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website and social media.

## LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings.

## EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## OPEN HOUSES

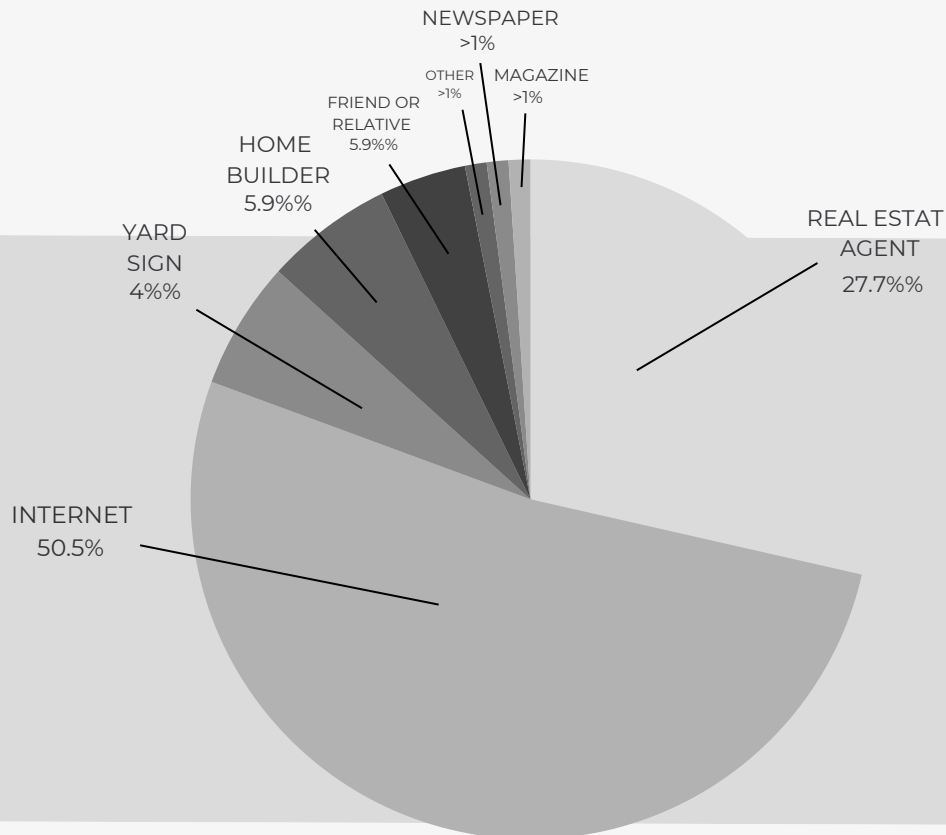
Open houses help attract serious buyers and helps your home achieve maximum exposure to potential buyers.

## SOCIAL MEDIA MARKETING

I practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Tiktok

## SHOWINGS

When I list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.



Where  
do  
buyers  
FIND  
THEIR  
HOME?

# Home SHOWINGS

## FLEXIBLE

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Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having any missed opportunities.

## INFORMED

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Make sure everyone in the home is informed when showings are scheduled to ensure personal spaces are clean.

## DAILY CLEANING

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

## ODORS

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

## PERSONALS

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Make sure you place all valuables and prescriptions out of sight and in a safe place.

## FURRY FRIENDS

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

## NATURAL LIGHT

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

## TRASH

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

## TEMPERATURE

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Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

## VACATE

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





# Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors to consider.

## CONTINGENCIES

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The fewer contingencies on an offer the better. Shorter time periods are also valuable.

## ALL CASH BUYER

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A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

## PRE-APPROVAL

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Assures a home seller that the buyer can get the loan they need.

## LOAN TYPE

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There are different types of loans that require different standards. We will discuss each buyer's loan type presented in their offer individually.

## CLOSING TIMELINE

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You might need to close quickly to move on to the next adventure, or you might need to extend the closing date to allow time for your next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

## CLOSING COSTS

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Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs or some specific closing costs.



## REPAIR REQUESTS

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If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repair requests can be expensive. It's important to know what is best for you.

## OFFER PRICE

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Of course, price matters too! Cash is king, as I say. More earnest money deposit, higher offer prices, and financial verification are important when assessing offers.



# Negotiations



## WE CAN:

- **ACCEPT THE OFFER**
- **DECLINE THE OFFER**  
If the offer isn't close enough to expectation and there is no need to negotiate.
- **COUNTER-OFFER**  
A counter-offer is when you offer to accept the buyers offer subject to different terms.

## THE BUYER CAN THEN:

- **ACCEPT THE COUNTER-OFFER**
- **DECLINE THE COUNTER-OFFER**
- **COUNTER THE COUNTER-OFFER**  
You can negotiate back and forth as many times as needed until you can reach an agreement or someone copts out.

## OFFER IS ACCEPTED:

Sign the purchase agreement and you are now officially under contract and in escrow! There are usually several contingency periods while in escrow.

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



# Inspections

## WHAT IS INCLUDED:

- ✓ HEATING & COOLING
- ✓ PLUMBING
- ✓ BASEMENT
- ✓ FOUNDATION
- ✓ CRAWLSPACE
- ✓ STRUCTURE
- ✓ ROOF & COMPONENTS
- ✓ EXTERIOR & SIDING
- ✓ ELECTRICAL
- ✓ ATTACHED GARAGES
- ✓ WALLS
- ✓ ATTIC & INSULATION
- ✓ DOORS
- ✓ DRAINAGE
- ✓ WINDOWS & LIGHTING
- ✓ APPLIANCES (LIMITED)
- ✓ GRADING
- ✓ ALL STAIRS
- ✓ GARAGE DOORS

## FAQ

### INSPECTION TIME FRAME

Typically, inspections will need to be scheduled ASAP to stay within the inspection period.

### POSSIBLE OUTCOMES

A home inspection may reveal potential and necessary repairs. If a lender is involved in the transaction, this may affect funding.

### UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN CANCEL CONTRACT

BUYER CAN OFFER TO RENEGOTIATE

### COSTS

There is usually no cost to the seller with a general home inspection. The buyer will hire a home inspection company of their choice.

### COMMON PROBLEMS COULD BE

Outdated electrical, leaky plumbing, mold, structural cracks, foundation issues, heating/cooling system defects, roof problems, and more.





# Home APPRAISAL

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If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is in fact worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. I will demonstrate pricing strategies to reveal the value of the home prior to the appraisal.

## APPRAISAL COMES IN AT OR ABOVE SALE PRICE

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You are in the clear, and closing can be begin!

## APPRAISAL COMES IN BELOW SALE PRICE

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- Renegotiate the sale price with the buyer
- Request buyer to cover the difference & renegotiate terms
- Cancel, & re-list
- Review any back-up offers, & possible cash offers



# Closing THE SALE

## WHAT TO EXPECT

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The escrow officer at the title company will look over the contract to determine what payments are owed by who, prepare documents for closing, perform the closing, & make sure all payoffs are completed. Now the buyer's title is recorded and you receive all payoffs that are due to you.

## YOUR COSTS

### SELLER COMMONLY PAYS:

- Mortgage balance & penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Real estate agent commission
- Title Search
- Title insurance policy
- Home warranty (if applicable)

## WHAT TO BRING

### SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- Copy of the purchase agreement
- Copy of any inspections and appraisal reports needed

## AFTER CLOSING

### KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts

# Final STEPS

## FOR SELLERS



### ✓ CANCEL POLICIES

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Once transfer of title has occurred, contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

### ✓ CLOSE ACCOUNTS

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Cancel utilities and close those accounts of transfer if necessary. Keep a list of phone numbers for each of your utility companies.

### ✓ CHANGE ADDRESS

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Let everyone know you have a new address. Submit a change-of-address form to the post office.

### ✓ TURN EVERYTHING OFF

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Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

### ✓ FLOORS

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Vacuum and sweep floors one more time.

### ✓ CLEAR OUT PERSONALS

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Move your personal belongings out completely. Check all drawers, cabinets, and closets.

### ✓ CLEAN

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Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

### ✓ ACCESS

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Leave all house keys, remotes, gate keys, pool keys, guest house keys, shed/storage keys, and mailbox keys in a drawer in the kitchen.

### ✓ GATHER HOME PAPERWORK

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Put together a packet of manuals, receipts, warranties, and copies of any upgrades or work that was done to the home.

### ✓ DOCUMENTS

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Secure the Purchase Agreement and all closing documents concerning the home. Keep them in a safe place.

### ✓ LOCK UP

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Ensure all blinds are closed, and lock the windows and doors.





# JORDAN MARRA

REALTOR®, ABR®, C2EX, PSA, RENE

## CONTACT

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## EDUCATION

### Indiana University

Bachelor of Arts - Psychology  
May 2016

## LICENSE

### Ohio Department Of Commerce

Real Estate License  
SAL.2021006605  
2021

## CERTIFICATIONS/ DESIGNATIONS

### Accredited Buyers Representative - ABR® Designation

Real Estate Buyer's Agent Council -  
REBAC February 2024

### Real Estate Negotiation Expert - RENE Certification

Real Estate Business Institute - REBI  
September 2022

### Pricing Strategy Advisor - PSA Certification

National Association of Realtors -  
NAR May 2022

### Digital Marketing: Social Media Certification

Residential Real Estate Council -  
April 2025

## EXPERIENCE

### Real Estate Agent

*JAMM Real Estate Company (2021-Present)*

- Partnered with buyers & sellers to facilitate 77 sales in the first three years
- Career-to-date over 7.2M in real estate sold
- Professional pricing and negotiation strategies based on certification training
- Prepared over 250 purchase agreements
- Developed dozens of professional relationships / referrals for my clients - lenders, inspectors, attorneys, etc.
- Increased referral rate annually by over 75% - my clients want to come back!
- Complete a *minimum* of 15 continuing education hours per year (requirement is 30 hours every 3 years)
- Developed and executed a marketing strategy to acquire 25% more listings annually
- Provide top-tier customer service, resulting in a >95% satisfaction rating (Google, Zillow, Redfin, etc.)

## EXPERTISE/SKILLS

- Strong Business Acumen
- Sales / Marketing Strategy Development
- Developing pricing strategy
- Negotiation
- Organization/Efficiency - CRM Management
- *Active Listening*
- Networking and Referral Generation
- Federal / Local Real Estate Laws, Regulations, Policies
- Comparative Market Analyses (CMA) drafting
- Problem-Solving and Conflict Resolution
- Adaptability and Resilience
- Effective communication
- Interpersonal Relationships
- Empathetic
- Training / Mentorship
- Time management
- Patience

# Client Testimonials

From the beginning Jordan gave me realistic expectations regarding the time frame of the sale of the property and the value of the property. I never felt like Jordan was too pushy. Jordan has a very hands on approach with any concerns I had and was very responsive and persistent when it came to negotiating.

-Ebony

Jordan was amazing and extremely honest. I trusted him entirely with the process and he made buying my first house seem so easy and effortless. He walked me through every step and was so attentive!

-Desiree

He's a great agent to work with always respond to my calls he was there always when I need him I will definitely work with him again

-Jose

Jordan is my preferred realtor for Cleveland. Proactive in updates, knowledgeable, connected (to help me get things done), and patient.

-Will

Jordan was an amazing realtor! He made sure we understood the home buying process. He was prompt with responses to questions (and we had A LOT). We have complicated work schedule but he still worked with us and made sure we saw every house we had an interest in and quickly (which is important in this market). Most importantly, he made this experience a comfortable one. Jordan helped us find a home and made sure it was one that fit us. I always felt like a priority to him. He always advocated for us and our needs. I cannot recommend him enough!

-Julia







# *What to* EXPECT

GREAT COMMUNICATION

HONESTY & TRANSPARENCY

INTEGRITY & RESPECT

LOCAL MARKET KNOWLEDGE

REACH YOUR REAL ESTATE GOALS