

*The client's guide to selling your home*

# SELLING YOUR HOME



OCF REALTY

BUY • RENT • SELL • MANAGE • DEVELOP

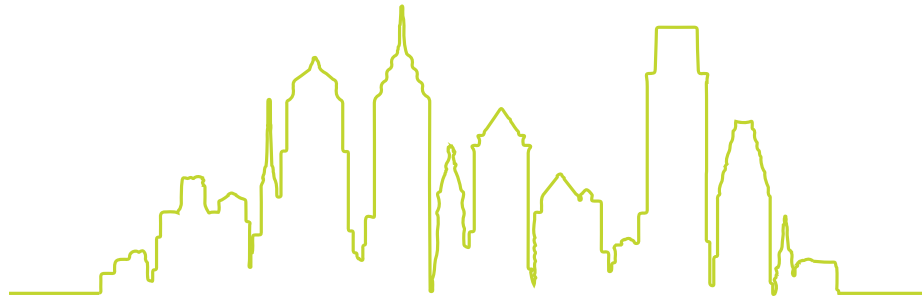


# WHO WE ARE,



**OCF REALTY**

[www.ocfrealty.com](http://www.ocfrealty.com) • 1936 Washington Ave Philadelphia, PA 19146



ESTABLISHED IN 2008, OCF Realty has quickly grown to become Philadelphia's only community-focused real estate firm that is a one-stop shop for all real estate needs. We provide comprehensive services in property management, leasing, home buying and selling, real estate development and real estate investment. Our team consists of expert developers and top producing real estate agents who specialize in Philadelphia and the growth

of its many neighborhoods. Having our finger on the pulse of Philadelphia's growth enables us to know in what neighborhood the next boom will be and how to create the market around it.

We are proud to be building over a quarter billion dollars (\$250,000,000+) worth of new construction homes to the Philadelphia real estate market by 2020, and are excited to share in the city's growth with those who would like to take part!

PLEASED TO BE YOUR AGENT,

# ALONA RICHARDSON



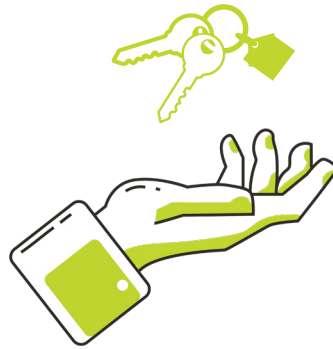
Hey there! As a Philadelphia native, there's a lot that I know and love about the city. I enjoy learning about and experiencing all the city and surrounding suburbs have to offer with and for my clients. Each neighborhood and suburb has a different "feel" and the fact that it is my profession to help my clients find what works best for them is the icing on the cake. I am an energetic, yet informative and meticulous agent, ensuring that the buying and selling process for each client is pleasant. I make it a priority that my clients finish the transaction having enjoyed the process and knowing more than they did before they started. By the end of the buying or selling process, the people that I have worked with understand that myself, along with our awesome transaction team, have carefully and efficiently managed everything from beginning to end no matter the timeline. My entire career has been customer and client focused, I have a love for getting to know and helping people. The goal is for my clients to have an amazing experience, many former clients have become friends of mine. I currently live in the Fairmount neighborhood with my husband and two boys, who all keep me very busy. In my spare time, if I am not volunteering and serving on the HSA board for the local elementary school that my boys both attend which is a passion of mine, you can catch me throwing touchdown passes and shooting hoops at the local park. After all that, a breve cortado or something else yummy at a cozy local coffee shop in a wonderful neighborhood surrounded by interesting real estate is a must!



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# AS YOUR AGENT



## I WILL

- Enter your home into the Multiple Listing Services, giving access to every agent in Philadelphia and its surrounding areas
- Place a lockbox on your door for easy, but secure access to your home
- Provide a "FOR SALE" sign at your property to attract drive-by and/or foot traffic
- Advertise your home on our website, all my social media channels, and ALL realtor websites (Zillow, Trulia, Redfin, etc)
- Host open houses on the weekends or evenings so perspective buyers can stop by and tour the home in person
- Communicate with you weekly (at least!) about the showing activity and overall feedback on the home

## I WILL NOT

- Make you worry about being locked into a long listing agreement
- You are the boss, if for any reason you are not satisfied with my services to the way I have promised, simply call me and we will cancel our agreement

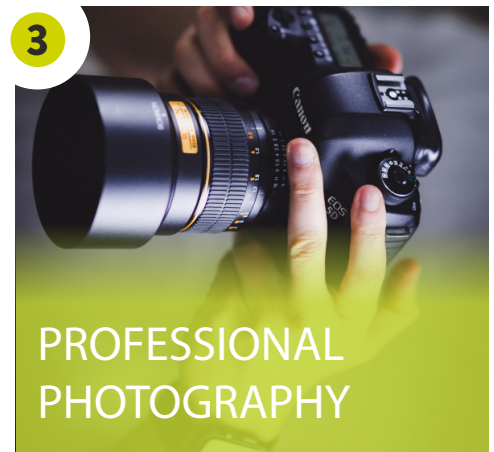
# PREPARING FOR **SUCCESS**



Once you send me your address, my research begins. I gather critical information about your home – public records, square footage, floor-plans and much more. This information affords me the ability to analyze the data and conduct a comprehensive market analysis, more accurately monitor neighborhood trends, and arrive at the best marketing strategy that will sell your home quickly.



I will give you some tried and tested suggestions so that we can maximize your return. Many times doing small things, like repainting the door trim or replacing some light bulbs, will impact a buyer's perception of your home and ultimately get you more money for your home.



Most home buyers begin their search on the internet. Since first impressions are everything, high quality, professional pictures are paramount to selling your home quickly and for top dollar. My photographers have years of experience capturing the most beautiful real estate pictures. I use these pictures in all of my marketing materials so buyers will see what a great home you have!



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## PRICE IT RIGHT

Set a price at the lower end of your property's realistic price range. Consider the following:

### **Comparable Properties:**

A "comp" is a home sale that can be reasonably used to help determine the price of your home. But, just because you're in the same neighborhood, that doesn't mean that the houses will sell for the same amount. I will help you determine how to compare your home in terms of size, upkeep, and amenities.

### Competition:

How many other homes are for sale in your area right now? Are you competing against new homes or condos for sale in the area?

### Contingencies:

Do you have special needs that might turn away buyers? A common one is to be flexible about a moving date.

### Ask a Lender:

Since most buyers will need a mortgage, the home's sale price should be in line with a lender's estimate of its value.

### Accuracy:

Studies show that homes priced more than 3% over the correct price take longer to sell.

## PREPARE YOUR VISITORS

Get your house "market-ready" at least two weeks before you begin showing it. Make all your repairs and then do a deep clean (or hire a cleaning service to help).

## BE FLEXIBLE WITH SHOWINGS

Last minute showings can be disruptive and making sure your home is consistently ready to show can be exhausting. But, the more amenable you can be, the sooner we'll find a buyer.

## ANTICIPATE OTHERS

Decide in advance what price range and terms are acceptable for you. Be clear with yourself and me about what kind of offers you're comfortable with. It's important to know what price you'll accept before entering negotiations with a buyer.

## DON'T REFUSE A PRICE REDUCTION

If your home has been on the market for more than thirty days without an offer, you should be prepared to consider a price reduction.

OCF REALTY'S

# UNFAIR ADVANTAGES.

OCF Realty has its fair share of advantages over our competition in the greater Philadelphia area.



## OCF COFFEE SHOPS

Dispersed throughout the city, we display professionally-made print and video marketing of your property in our five coffee shops.

## NAKEDPHILLY.COM

OCF Realty's own Real Estate Blog is the most trafficked real estate blog in Philadelphia and only OCF agents can advertise here.



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## ZILLOW & TRULIA

OCF Realty is the largest advertiser on Zillow and Trulia in the Philadelphia area. This means your listing gets prime placement and is viewed more often by buyers.



## SOCIAL MEDIA

We also use social media, but on another level... we create featured ads and posts to advertise and influence buyers into choosing your home. Your property will be featured to over 19,000 followers across Instagram, Facebook, and Twitter.

## PROPERTY MANAGEMENT

OCF Realty is one of Philadelphia's largest property management companies. We send our 2,000+ tenants, many of whom become home owners through OCF Realty, your property as one of our weekly featured listing's.



# MARKETING & BRANDING

**MY GOAL IS SIMPLE,** sell your home quickly and for top dollar! To do this, it is vital to market your home or apartment at the right time and price the first time around. Attracting the perfect buyer can be cumbersome, expensive, and at times overwhelming to a busy homeowner or developer – that is where I come in. My marketing package is a proven, sure fire way to ensure your home gets sold quickly, easily and for the right price!

## 1 CAPTURE BEAUTIFUL PROFESSIONAL PHOTOS

We will make sure your home will be represented by the most professional and aesthetically pleasing photos to attract buyers and stand out among the other homes.

## 2 WRITE A COMPELLING PROPERTY DESCRIPTION

OCF Realty's team will create an honest and alluring description for your home to reel in the buyers.

## 3 DIRECT MAIL MARKETING

OCF Realty may also advertise your listing through deliverables such as letters, postcards and brochures and send them to the mailbox of your ideal customer.

## 4 OPEN HOUSES

We also use social media, but on another level... Your property will be featured to over 19,000 followers across Instagram, Facebook, and Twitter. Your property will be featured on all available platforms!

## 5 FOR SALE SIGN

When you sell your house through OCF Realty we will place a for sale sign outside of your property with all the necessary information for potential buyers to get in contact.



Sincerely,

# THANK YOU



The OCF Realty Team

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I am excited that we will be working together to sell your home. I am well aware that selling a home is an emotional journey, but I am here to provide the necessary support to make it as easy and educational for you as possible. I will help you every step of the way and make sure you are comfortable with the outcome. I always strive to do my best and truly care about your time and investment. I love what I do, and hope to make the home selling process as seamless as possible for everyone. Never hesitate to call, text, or email- I am here for you. Most importantly, I sincerely thank you for trusting me with the sale of your home.

*Alona Richardson*

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