



SELLING YOUR HOME

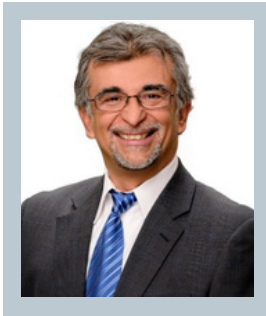




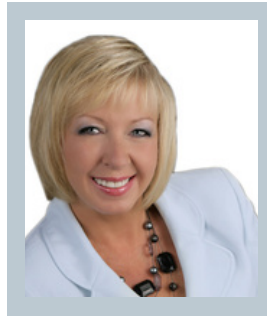
Today's goals

1. Get to know you better
2. Answer all your questions
3. Ask you important information
4. Determine if I am the agent for you

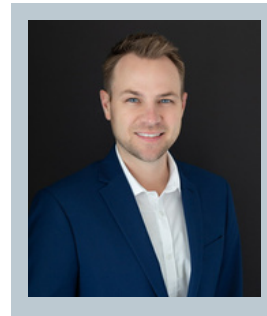
Meet our Team



Mike Sandoval
Qualifying Broker



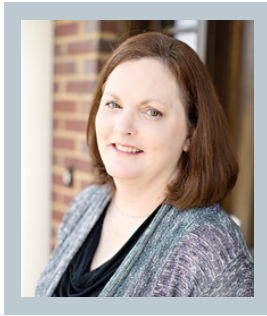
Diane Hasley
Owner



Darrin Hasley
Associate Broker



Brooke Rozell
TN Qualifying Broker



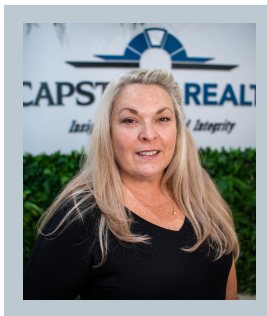
Mary Beth Wright
Office Administrator



Veronica Scljarenko
Commissions &
Compliance Director



Paige McDonnell
Marketing Director



Donna Bauer
Stovehouse Office Manager



Kate Wilson
Administrative Assistant

Home Sale Timeline

PRE - LISTING

- Schedule an appointment
- Meet with Interior Staging Consultant
- Discuss best strategy for selling
- Formal listing presentation
- Executed sales agreement
- Property evaluation
- Complete market analysis
- Establish sales price



LISTED & ACTIVE

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to multiple listing service
- Showing times selected
- Property brochure delivered
- Direct mail campaign launched
- E-mail campaigns started
- Open house scheduled



UNDER CONTRACT

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to Diane Hasley!

Our Listing Strategy

PRINTED MATERIAL

Printed material also includes "Just Listed" postcards that are mailed to hundreds of homes in your neighborhood. This encourages your neighbors to tell friends and family about your home.

MAKING THE CALLS

I actively call other agents and current buying clients to tell them about your home.

FACEBOOK

I am an expert in Facebook ads. I understand the strategies it takes to market to targeted demographics, how to hook them, and how to convert them. I get thousands of image views and video plays weekly.

OPEN HOUSES

Open houses are our specialty! We love getting in front of buyers and guiding them through your home! Some of the ways we market your open house are major sites like Zillow, Trulia, and the local MLS; our social media accounts and ads, and many more.



CAPSTONE REALTY

3025 GINN POINT RD SE

OWENS CROSS ROADS

- 7 Bedrooms
- 4 Bathrooms
- 4,116 sqft

\$774,900

OPEN HOUSE: SAT. 2-4PM



OPEN HOUSE
2-4PM | SATURDAY

\$290,000

4 BED | 2.5 BATH | 1,888 SQ FT

3044 Springfield Cir
Chelsea | 35043

This 4 bedroom 2.5 bath home is nestled in a friendly cul-de-sac and just a short walk from the new neighborhood pool. This home features an open floor plan with crown molding, large fenced in backyard and sunroom addition, which is great for entertaining. On the first level you will find your main level master suite, eat in kitchen with granite counter tops and stainless steel appliances. Step through the french doors into the amazing sunroom addition. The second level is complete with three large bedrooms, a full bath and office. Tornado shelter in garage. Chelsea Park is complete with award winning Chelsea Park Elementary school, walking trails, pool and a couple of lakes with great fishing. This is one home you do not want to miss. Welcome to Chelsea Park. Welcome home!



Jackelin Rivera, REALTOR®
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CAPSTONE REALTY A Relationship Company choosecapstone.com

Our Listing Strategy

1 in 7

We convert 1 in 7 people each open house we hold!



 3101 SW SHADOW LN, TOPEKA, KS 66604

AREA REPORT

VERY CONVENIENT

This home is in a **very convenient** area. Some daily errands in this location **require a car** and most major services are within **1 mile**.



MEDICAL



ATM



CLEANERS



PHARMACY



GROCERIES



0.6 MILES

0.6 MILES

0.6 MILES

0.6 MILES

0.7 MILES



MOVIE THEATER



GAS



COFFEE



GYM

2.5 MILES

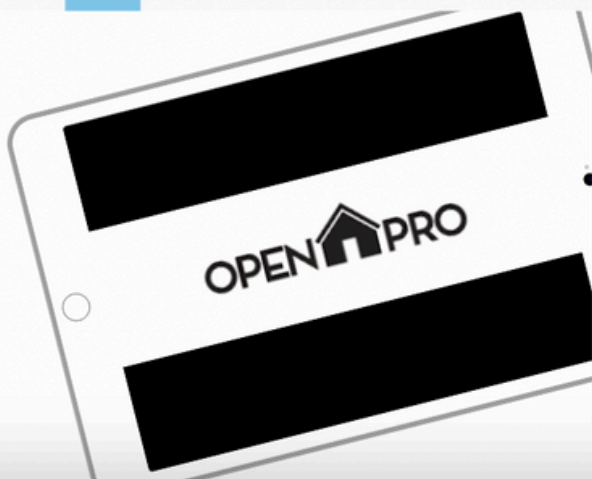
0.7 MILES


0.7 MILES

0.7 MILES

ListReports

DISCLAIMER: The information in this report is for informational purposes only and its accuracy cannot be guaranteed.



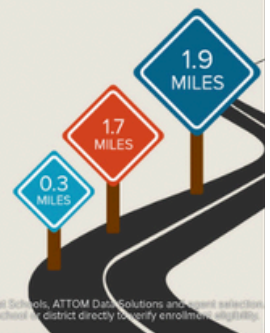
 3101 SW SHADOW LN, TOPEKA, KS 66604

SCHOOL REPORT

SCHOOLS IN YOUR AREA

The assigned schools are **average** for the area. There are also **10** private schools and **1** charter school within **5** miles.

- PK-5** WHITSON ELEMENTARY SCHOOL ASSIGNED **2** RATING
- 6-8** LONDON MIDDLE SCHOOL ASSIGNED **4** RATING
- 9-12** TOPEKA WEST HIGH SCHOOL ASSIGNED **2** RATING



ListReports

DISCLAIMER: School data is provided by Great Schools, ATOM Data Solutions and agent selection. It is intended for reference only. Contact the school or district directly to verify enrollment eligibility.

Our Listing Strategy

HIRING THE RIGHT PEOPLE

A Transaction Coordinator functions as a liaison between real estate agents, their clients, escrow companies, and mortgage brokers during the process of a real estate sale.

We use a transaction coordinator to make sure your transaction (buying or selling) is as smooth as possible and nothing is overlooked. Whether we are out at your home inspection or on the phone negotiating a better deal for you, you can trust we have someone on the back-end making sure all T's are crossed and I's are dotted.

WEBSITES

Your home will appear on over 120 websites, including the MLS, Zillow, Trulia, Realtor.com, and many many more!

PRO VS. PHONE

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!

Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

BEFORE



AFTER

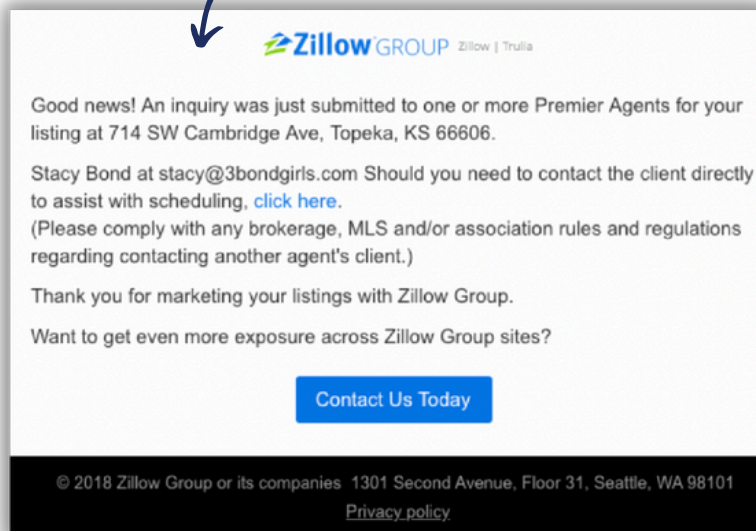


Our Listing Strategy

USING ALL OF OUR TOOLS

We take great pride in using all the tools available to us. We want to make sure that not only is your home marketed well, but that we are using the data from those efforts to keep your home at the top of mind.

Here's how!



The screenshot shows an email notification from Zillow Group. At the top, there is a blue arrow pointing to the Zillow Group logo, which includes the text 'Zillow | Trulia'. The main body of the email contains the following text: 'Good news! An inquiry was just submitted to one or more Premier Agents for your listing at 714 SW Cambridge Ave, Topeka, KS 66606. Stacy Bond at stacy@3bondgirls.com Should you need to contact the client directly to assist with scheduling, [click here](#). (Please comply with any brokerage, MLS and/or association rules and regulations regarding contacting another agent's client.) Thank you for marketing your listings with Zillow Group. Want to get even more exposure across Zillow Group sites?' Below this text is a blue button with the text 'Contact Us Today'. At the bottom of the email, there is a footer with the text: '© 2018 Zillow Group or its companies 1301 Second Avenue, Floor 31, Seattle, WA 98101 [Privacy policy](#)'.

We get notifications when any agent is asked for information on your property. The average Realtor response time is over 24 hours. That is unacceptable to us, so we follow up immediately.

Next Steps

DECLUTTER

It is important to declutter your house so it appears to have lots of storage space. Potential buyers want to feel like they can easily fit all their belongings and be well-organized. All built-in cabinets and closets are fair game for potential buyers to inspect. These areas must be clean, neat, and orderly. There are several key areas in your house where you will want to focus your time.

- Kitchen
- Bathrooms
- Clothes Closets
- Kids' Stuff

Remember: first impressions last a lifetime.
Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

CURB APPEAL

New plants: remove all dead plants and replace with new "live" plants. Add annual flowers with pops of color.

Fertilize: fertilize your lawn, shrubs, and trees. You want everything to look green and healthy. You might even want to "super bloom" flowers to keep them blooming while your house is on the market.

Mulch: mulch all plant beds and around trees. Mulch not only cleans up the landscape, but also stops weeds from returning. Potential buyers see a mulched yard as a well-maintained yard.



Thank you for choosing Capstone!

Melanie Brooks, Broker
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