



WANT TO SELL YOUR HOME?

THERE ARE 4 PHASES TO SELLING A HOME

HOMES ARE STILL SELLING QUICKLY AND AT STRONG PRICES.
IF YOU HAVE BEEN THINKING ABOUT SELLING, NOW MIGHT BE THE TIME.
CALL OR TEXT US AT 334-703-4340.

01. THE PREP PHASE:

Getting a home ready to put on the market is usually what causes homeowners the most stress.

We get it. How can you live your life and have your home look perfect all the time?

Don't worry, we'll start with making a clear list of what needs to be done and what we can skip that won't get you a return on your investment.

Next, we decide what you want to take on and what we can help you delegate to a contractor. We have a list of the best of the best we can share with you so you don't have to do everything on your own. We can help you manage it all and set the schedule for you too.



WE BRING CLARITY, INTEGRITY AND EXPERIENCE TO YOUR NEXT REAL ESTATE DECISION

ONCE YOUR HOME IS IN SHOW-SHAPE AND PHOTO-READY, THEN OUR MARKETING STAGE CAN BEGIN.

02. THE MARKETING PHASE:

We work quickly in this phase to decrease the amount of time between your home being ready, and it being on the market.

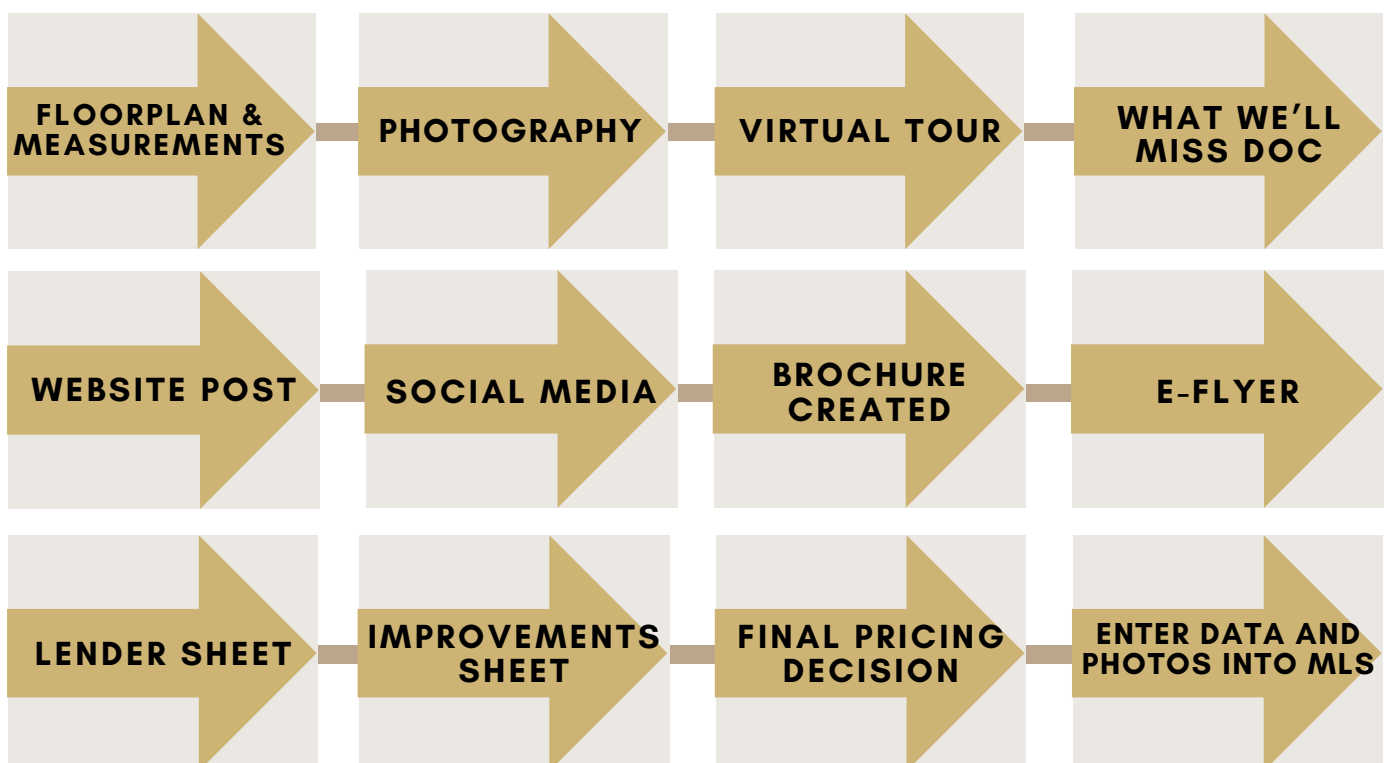
Our team of designers, photographers, and other vendors know exactly who needs to do what, so we can go from zero to live on the market in hours, not weeks.

Doing things like confirming square footage (since tax records are often incorrect) and having floor plans drawn, so buyers can easily see the dimensions of every room helps get your home under contract and to closing smoothly.

Our contracted professional photographers will make your home shine with stunning photos, drone photography and a virtual tour.

Our years of experience helps us connect quickly with the right buyer. Josh oversees our strategic marketing efforts to create high quality mailers to target buyers.

See the steps below for each part of the marketing phase.





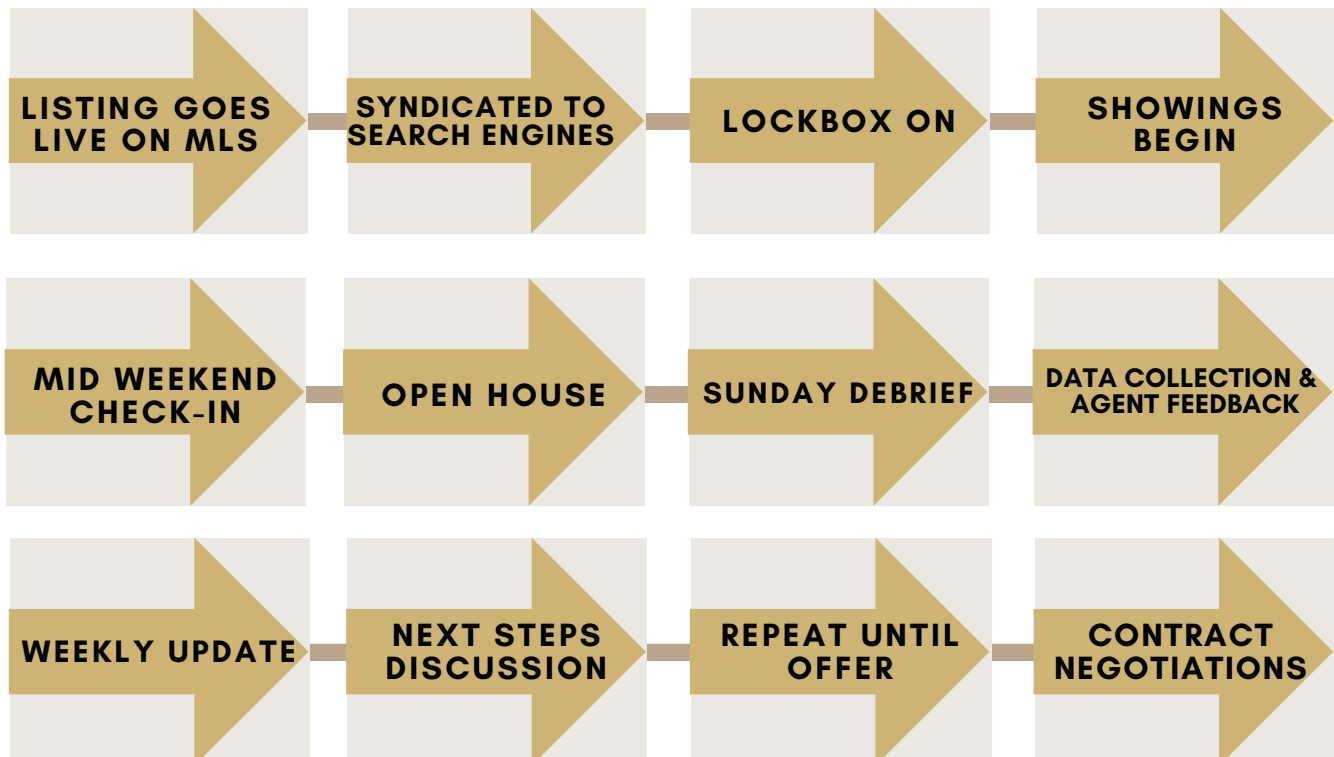
NOW YOUR HOME IS
READY TO GO ON THE MARKET

03. ON THE MARKET PHASE

Now, all our hard work getting your home ready and going the extra mile on the marketing front can pay off. We get your home on the market and let buyers fall in love.

The most important part of this phase for you is knowing what's going on.

We have a communication plan that has set touch-ins at specific times during the process so you know what's going on, what to expect, and what is coming next.

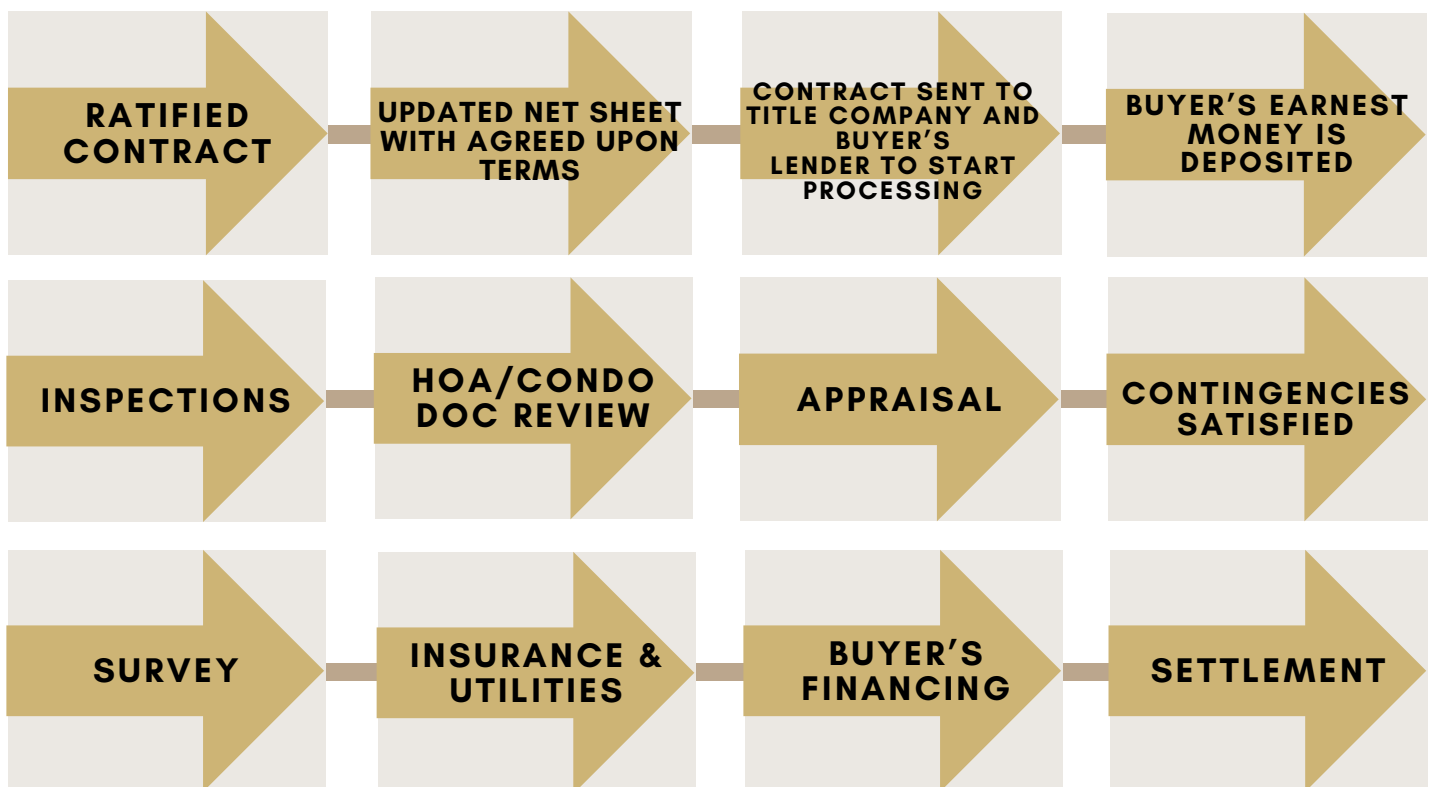


04. THE UNDER CONTRACT PHASE:

Your home is under contract! Congratulations, but we can't rest easy yet! Now is the time to make sure we get to settlement. We walk through each detail with you to make sure the process goes smoothly.

Ginger manages the details during this phase. Our job is not only to communicate with you about what's happening behind the scenes but also with the other parties that are now involved –the buyer's agent, inspectors, the lender and the title company. Clear communication helps everyone stay on track until closing day.

We would love to talk more about the selling process and how our team can get your home sold for the most amount of money, while enjoying the process. **Call or text today, 334-703-4340.**



HALLMARK PROPERTIES

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CALL US TODAY TO TALK ABOUT YOUR REAL ESTATE GOALS!