



Seller's GUIDE



ALEXANDRA THEIS
Realtor®/Broker

ABODE
SOUTHEAST PROPERTIES

kw GREATER DOWNTOWN
KELLERWILLIAMS, REALTY

WELCOME TO YOUR HOME SELLING JOURNEY

I understand the significant value and emotional connection you have with your home. It's a key part of your net worth and future plans. My goal is to help you sell your home for the best possible price within a desirable timeframe.

This presentation includes a detailed market analysis of your area, reflecting current trends and recently sold properties to ensure effective pricing.

I am committed to making this process as smooth and successful as possible for you. After reviewing this presentation, I hope you'll feel confident in my ability to represent you and sell your home.

Please reach out with any questions or further discussions on achieving the best outcome for your property. Thank you for considering my services. Together, we can achieve great results.

ALEXANDRA THEIS

Home Seller's ROAD MAP

1

FIND A REAL ESTATE AGENT

- Research real estate agents in your area
- Explore online reviews about agent
- Make sure agent knows the market

2

RENOVATE REPAIR STAGE

- Define home repairs and fixes
- Complete repairs with high return on investment
- Ask the real estate agent about the fixes and repairs

3

DECIDE SELLING PRICE

- Research recently sold properties in your neighbor
- Ask your real estate agent about the market
- View the Comparative Market Analysis report
- Don't set a price higher than home value

6

PREPARE YOUR HOME FOR SHOWING

- Make beds, put all dishes away
- Do laundry, sweep floors/vacuum carpets
- Wipe down all countertops & sinks
- Depersonalize your home

5

LIST YOUR HOME

- Home go live on LMS, Zillow, Trulia etc.
- Market your home online & offline
- Prepare your home for showing day

4

GET PROFESSIONAL PHOTOS

- Remove all superfluous items to create more space
- Deep clean and declutter
- Remove all family photographs
- Remove all children and pet toys

7

REVIEW AND NEGOTIATE OFFERS

- Review all offers
- Accept it or make a counter-offer or reject the offer
- Look closely type or payment, deposit amount

8

PURCHASE AND SALE AGREEMENT

- Sure about conditions that must be met for the sale to go through
- Closing costs and who is responsible for paying
- Conditions under which the contract can be terminated

9

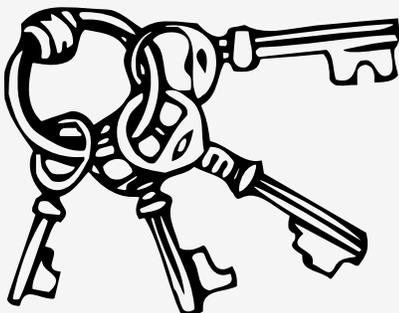
APPRAISER AND INSPECTION

- Before these parts, ask your agent or lawyer about your rights
- Make sure you do everything in the sales agreement
- After inspection report be prepared to negotiate price

10

SIGN AND CLOSE THE SALE

- Buyer's final walkthrough
- Signing final documents
- Prep for closing
- Make the sale official



CLIENT SERVICES



Consultation and Planning

Our consultation and planning services are designed to set the foundation for a successful real estate transaction. We begin with a thorough assessment of your needs and goals, discuss financial readiness, and educate you on current market conditions.



Home Search

Our home search service is tailored to find a property that fits your specific criteria. Utilizing advanced MLS systems, private listings, and our extensive network, we ensure you have access to a comprehensive selection of properties.



Transaction Management

Transaction management involves overseeing the complex aspects of real estate deals to ensure a smooth process. This includes negotiating terms, managing deadlines, and coordinating with other stakeholders such as lenders, inspectors, and appraisers.



Closing Support

Closing support extends beyond the signing of documents. We guide you through the final steps of your real estate transaction, from final inspections to the handling of closing costs and paperwork.



Fees and Compensation

We believe in transparency regarding our fees and compensation. All costs are clearly outlined from the beginning, with no hidden charges. Our fee structure is based on providing value, ensuring that you receive top-tier service commensurate with your investment.



Commitment to Ethics

Our commitment to ethics is unwavering. We adhere to the highest standards of professional conduct, abiding by the code of ethics set forth by national and local real estate associations. This commitment ensures that we operate with integrity, transparency, and fairness in all our interactions—protecting your interests and fostering a trust-based relationship.



Client Relationships

We view our client relationships as partnerships that extend beyond a single transaction. Our goal is to be your trusted real estate advisor for life, offering continued support, advice, and services as your needs evolve.

DECIDING TO SELL

Understanding Your Motivation

Every seller has a unique reason for moving—upsizing, downsizing, relocating, or a lifestyle change. Understanding your goals allows me to tailor my strategy to meet your needs.

Cost of Selling

Selling a home comes with costs, including my service fees, cooperative compensation, closing costs, repairs, and moving expenses. I provide a clear breakdown to help you plan financially.

Setting the Price

Pricing your home correctly impacts both speed and final sale price. Overpricing can deter buyers, while underpricing may leave money on the table. I use a strategic approach to attract the right buyers and maximize your return.



MARKETING YOUR HOME

My marketing approach is tailored to each property, combining traditional methods with innovative digital strategies to maximize visibility and appeal. The specific marketing plan we implement will depend on the unique needs of your home and the compensation structure we agree upon, ensuring the strategy aligns with our shared goals for success.

Customized Strategy

My media plan is meticulously tailored to highlight the unique features of your property and to target the right audience.

Visual Impact

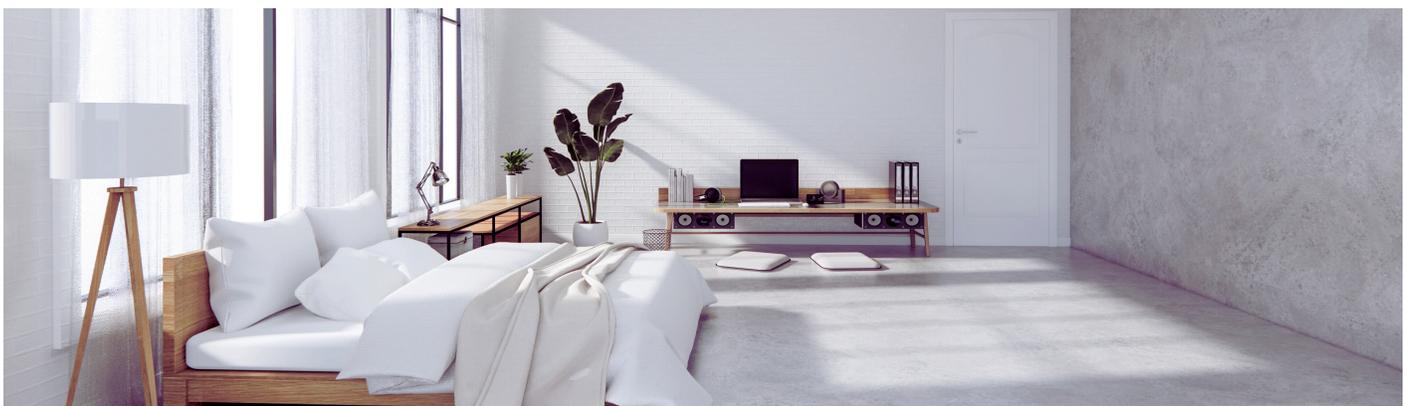
Listings featuring high-quality photos and virtual tours significantly attract more views and engagements.

Performance Tracking

I continuously monitor the performance of my marketing efforts and adjust strategies for maximum effectiveness.

Omnichannel Approach

I integrate various channels, including online listings, social media, email marketing, and traditional methods.





PROMOTING YOUR HOME

Social Media

I use Facebook, Instagram, and LinkedIn to maximize visibility with targeted ads and engaging content. High-quality images, video tours, and compelling descriptions ensure your property reaches the right buyers.

Print Materials

Your home is unique, and some markets call for a multidimensional marketing approach. I will evaluate and implement the best promotional strategy for your property as agreed upon in your compensation package. In some cases, I will utilize high quality printed materials to showcase your property.

Open House Strategy

A well-executed open house boosts exposure and buyer interest. I create a welcoming atmosphere, offer guided tours to highlight key features, and collect feedback to gauge market perception and refine our approach.

THE LISTING PROCESS

The Listing Agreement

This essential contract establishes our professional relationship, outlining agency terms, duration, listing price, and compensation. It also grants permission for marketing and managing the sale. The listing price is set through market analysis and discussion, ensuring it aligns with your goals and market conditions for a successful sale

Preparing the Home for Sale

Readying your home for sale is crucial to maximizing its curb appeal and market value. I will provide a detailed checklist around the following to streamline the process, helping your property sell faster and at the best price:

Going Live: Listing Your Home

Listing your home is a crucial step that requires strategic planning to attract buyers. Once listed in the MLS, it's syndicated to over 300 real estate websites like Zillow. Beyond a "For Sale" sign, effective marketing, pricing, and presentation maximize your home's appeal and value.



NEGOTIATING THE SALE



Navigating Offers & Negotiations

When offers come in, I help you evaluate them based on price, buyer qualifications, contingencies, and timelines. Negotiations are a critical part of the process, and I provide expert guidance to secure the best possible deal while protecting your interests. My goal is to ensure you make informed decisions that align with your selling objectives.

Finalizing the Deal

Once both parties agree on terms, the deal enters the finalization stage. The focus here is on meeting all agreed-upon conditions and preparing the necessary paperwork. This step solidifies the agreement and sets the stage for the official closing process.

LET'S WORK TOGETHER!

THE INSPECTION

A critical component of finalizing the sale is the home inspection, where a professional assesses the property for any issues.

This step is vital for both parties as it can reveal problems needing addressing before the sale proceeds.

Depending on the results, further negotiations or repairs may be necessary.

APPRAISAL

An appraisal is typically required by the buyer's lender to determine the property's value and ensure it justifies the loan amount.

If the appraisal is lower than the selling price, it may require renegotiating the sale price or the buyer making up the difference.

CLOSING

The closing is the final step in the home selling process where all parties meet to sign the final documents. This is when ownership officially transfers from the seller to the buyer.

The seller receives payment, and any outstanding mortgage or obligations are settled.

After closing, the sale is complete, and the buyer takes possession of the home as agreed.