

# THE **REALONE** ADVANTAGE!

*Treating Others How We Would Like To Be Treated*

"In today's digital age, homebuyers are empowered to effortlessly discover homes online, revolutionizing the role of traditional buyer's agents. This shift inspires us to unveil an innovative compensation model, aiming to save you money while delivering a comprehensive, full-service approach. Our commitment is to guide you seamlessly through every step of the home-selling journey."

## Sell Your Home



Typical Fees\*

### 1% Listing Fee\*

\*\$4995 minimum whichever is greater. Includes High-end Photography and Virtual Floor Plan + Buyer-side commission negotiable during their offer

6+%

\$30,000

\$5,000

RealONE Total Fee

Deal dependent during offer negotiation

Buyer Agent Commission

\$15,000

Listing Agent Commission

\$15,000

Buyer Agent Commission

"After years of buying, flipping, renting, building, and selling homes, it was somewhat frustrating that the industry didn't really feel like much had changed since that first day. Part of me always felt compelled to get licensed and find out why. Well I am here now, fully licensed and ready to try doing things a little differently. My goal in all of this is to hopefully provide my clients with a better taste on the industry than I had. I really hope you and I get a chance to enjoy this journey together."

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# THE 3-PHASE APPROACH TO GET TO “SOLD”

We understand people like choices.

That's why we dial in our approach to provide value where it's needed and to step back where it's not. Our simple 9-step process makes selling straightforward, removing the fluff while maximizing your home's equity potential.

## PHASE 1: PRE-LIST



### MARKET ANALYSIS

We'll gather local market data to determine estimated property value compared to active & past sold homes nearby.



### PRICING STRATEGY

The exciting part! Get professional tips on how to get the most money in the ideal amount of time.



### MARKETING PLAN

Plan out the best approach to listing and how to reach the most buyers. Timing, presentation, advertising, and Open Houses are all important.

## PHASE 2: GO-LIVE



### LISTING AGREEMENT

When you are comfortable with our plan, let's agree on terms and finalize the listing contract, so we can get the ball rolling.



### CLEAN & DECLUTTER

Receive professional advice to consider how to maximize your home's value potential. Clean, declutter, and stage as needed.



### HIGH-END MEDIA

Work with our best-in-class photographers to showcase your home in its best light. Choose from HD photo, video, drone footage, virtual tours, CAD drawings..

## PHASE 3: SOLD



### OFFER NEGOTIATIONS

Expect timely communication about any and all offers. We will help you negotiate the best purchase price and terms to ensure a successful closing.



### CLOSE THE DEAL

From inspections to appraisals to lenders to the final title closers, we will stay one step ahead whenever possible to keep the deal on track through a successful closing.



### MOVING DAY

Congratulations! Your home sold and you have money in the bank. Let us be your friend for all things real estate. Take advantage of our list of vendors to help you in any way we can.



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