

SELLING *with* JESS

EVERYTHING YOU NEED TO KNOW TO NAVIGATE TODAY'S MARKET.



CENTURY 21®

Advantage Realty



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Jess Noto
Century 21 Advantage Realty

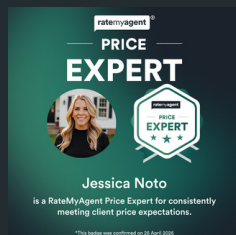


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A B O U T *Me*

I have been a full-time top producing Real Estate Agent for nearly a decade and I am the current Managing Broker for Century 21 Advantage Realty in Georgetown, Ky. After a lengthy career in public health, my husband Jason and I switched gears and became entrepreneurs, owning a successful restaurant and catering business. But it was in 2016, that I found my true calling and love in real estate. With a passion for leading and teaching, I went on to become a real estate principal broker in 2020. I like to take a very hands-on approach with both my agents and clients and I love the unique challenges that each day presents. My husband Jason and I have three grown children and reside on our farm in Sadieville. I am an avid UK fan, Pickleball player and a member of Cedar Grove Baptist Church in Stamping Ground.

Jess

MEET OUR

Team



Stephen Robinson
PRINCIPAL BROKER

Jess Noto

MANAGING BROKER
REAL ESTATE AGENT



Amy Adkins

ADMINISTRATIVE
ASSISTANT

Susan Wilburn

REAL ESTATE AGENT
AGENT MENTOR



Tyler Wiley

REAL ESTATE AGENT

Lisa Niva

REAL ESTATE AGENT



Matthew Popp

REAL ESTATE AGENT

my signature HOME SELLING PROCESS

I know that selling your house can be stressful

But it doesn't have to be. Instead it can be the start to a new & fabulous chapter. With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

1

STEP ONE CONSULT & SELLER AGREEMENT

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.

2

STEP TWO COMPETITIVE PRICING

Setting the right price is key to attracting buyers and getting the best value. We will use a Comparative Market Analysis (CMA) to compare your home with similar properties. Based on this, we'll set a competitive price considering your home's condition and market trends. A well-priced home sells faster and draws more interest. It is critical that we accurately price your home!

3

STEP THREE PREPARE TO LIST

Get your home ready by decluttering and removing personal items so buyers can envision themselves there. Handle any minor repairs and updates. I will lightly stage the space as needed to enhance its appeal and make rooms look larger.

A clean and well-staged home will attract more buyers and result in better offers.

Tips: Solid white hand towels and bath towels displayed. Greenery (live or artificial) in each room.

4

STEP FOUR PROFESSIONAL PHOTOS & VIDEO

Professional photography is one of the most powerful tools for selling your home quickly and for top dollar. High-quality images create a strong first impression (we have less than 10 seconds to catch a Buyer's attention online!), capturing your home's best features and making it stand out in online listings. Since most buyers start their home search online, eye-catching photos can generate more interest, leading to increased showings and competitive offers.

my signature

HOME SELLING PROCESS

5

STEP FIVE ONLINE SYNDICATION & LIST

Online syndication helps sell your home by maximizing its exposure to potential buyers across multiple real estate websites. When your listing is syndicated, it gets distributed to major platforms like Zillow, Realtor.com, and many others, ensuring that it reaches a broad audience. This increased visibility leads to more views, more inquiries, and a higher chance of attracting the right buyer quickly. Since most homebuyers start their search online, syndication ensures your property is seen by as many qualified buyers as possible, ultimately helping you sell faster and for the best possible price. You do have the option to delay use of syndication if you prefer.

6

STEP SIX OPEN HOUSE

Hosting an open house can be a powerful tool in selling your home by creating buzz and attracting multiple potential buyers at once. Open houses also generate a sense of urgency—when buyers see others showing interest, they may be more motivated to make an offer quickly. Additionally, they allow real estate agents to showcase the home's best features, answer questions on the spot, and gather valuable feedback. A well-executed open house can lead to more offers and a faster sale.

7

STEP SEVEN OFFER ACCEPTANCE & DUE DILIGENCE PERIOD

The due diligence period begins the day after you accept an offer. This is a specific timeline, agreed upon by both you & your buyer, in which all inspections & repair requests must be completed by the Buyer.

8

STEP EIGHT CLOSING DAY

You'll be signing a lot of paperwork today, most of it pretty dull; all of it important. The good news is, most of it is paperwork we will have already reviewed. After you sign everything...the deal is closed!

A few things to think about before we meet...

- *What is your moving timeline?*
- *What do you hope to net from your home sale?*
- *What concerns do you have about listing or buying?*

Write these things down before we meet so we can talk through all the details!

My Service Fees

3% LISTING FEE INCLUDES:

- ☒ Pre-listing staging consultation as needed
- ☒ Professional Photography
- ☒ Professional Videography/Drone
- ☒ Market-leading expertise
- ☒ Expert Comparative Market Analysis
- ☒ Strategic Pricing Options
- ☒ Tailored Marketing Strategy
- ☒ MLS Exposure & Syndication
- ☒ Social Media Marketing
- ☒ Open House
- ☒ Expert Sphere & Targeted Marketing
- ☒ Expert negotiation on YOUR behalf
- ☒ Professional Signage
- ☒ Programmed Lockboxes
- ☒ Streamlined Documentation
- ☒ Seller Disclosure + HOA docs
- ☒ Responsive Buyer Handling
- ☒ Seamless Showing Coordination
- ☒ Buyer Feedback
- ☒ Weekly Progress Reports
- ☒ Repair coordination
- ☒ Strong Advocacy Skills
- ☒ Thorough Contract Oversight

* DISCOUNTS GIVEN FOR REPEAT CLIENTS AND THOSE PURCHASING A HOME THROUGH ME.

Agent Compensation

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

Typically, sellers offer 3% of the purchase price to their agent and 3% to the buyer's agent. New NAR regulations prohibit us from disclosing a buyer agent commission inside the MLS, but offering a buyer's agent commission can be a game-changer for your home sale. As your listing agent, I strongly recommend you plan to offer a negotiable commission to the buyer's agent.

Here's why:

BROADEN YOUR BUYER POOL

Offering a buyer agent commission attracts more potential buyers, increasing competition for your property. More agents are motivated to show your property, expanding its visibility to a wider audience of serious, qualified buyers.

ATTRACT QUALIFIED BUYERS

Agents typically work with pre-approved buyers who are ready to purchase. By offering a commission, you're more likely to attract these motivated buyers and receive solid offers. Agents work with pre-approved buyers ready to move.

Your home gets prime exposure to serious and motivated home buyers.

SPEED UP THE SALE

Homes offering a commission often get more attention, which leads to faster sales. With more visibility, your property spends less time on the market. More buyers often lead to faster sale times, reducing carrying costs and market exposure.

BOOST YOUR MARKETING REACH

Agents leverage their networks, social media, and email campaigns to promote homes. Offering a commission means your property gets maximum exposure through these powerful channels.

It's essential to weigh these potential benefits against the additional costs associated with offering buyer agent compensation.

Ultimately, the decision should be based on your specific goals and market conditions.

THE BENEFITS OF OFFERING A BUYER'S AGENT COMMISSION

INCREASE SHOWINGS

A commission incentivizes agents to schedule more showings, giving your home more opportunities to impress potential buyers.

REDUCE BUYER BARRIERS

By offering a commission, you remove a financial hurdle for buyers who may not be able to afford their agent's fee. This makes your home more appealing and accessible to a wider range of buyers.

STRENGTHEN YOUR NEGOTIATING POWER

Increased interest often means multiple offers. This competition gives you leverage to negotiate a higher sale price and better terms.

MINIMIZE DEAL FAILURES

Buyers represented by agents tend to be more committed, which reduces the chances of deals falling through and ensures a smoother transaction.

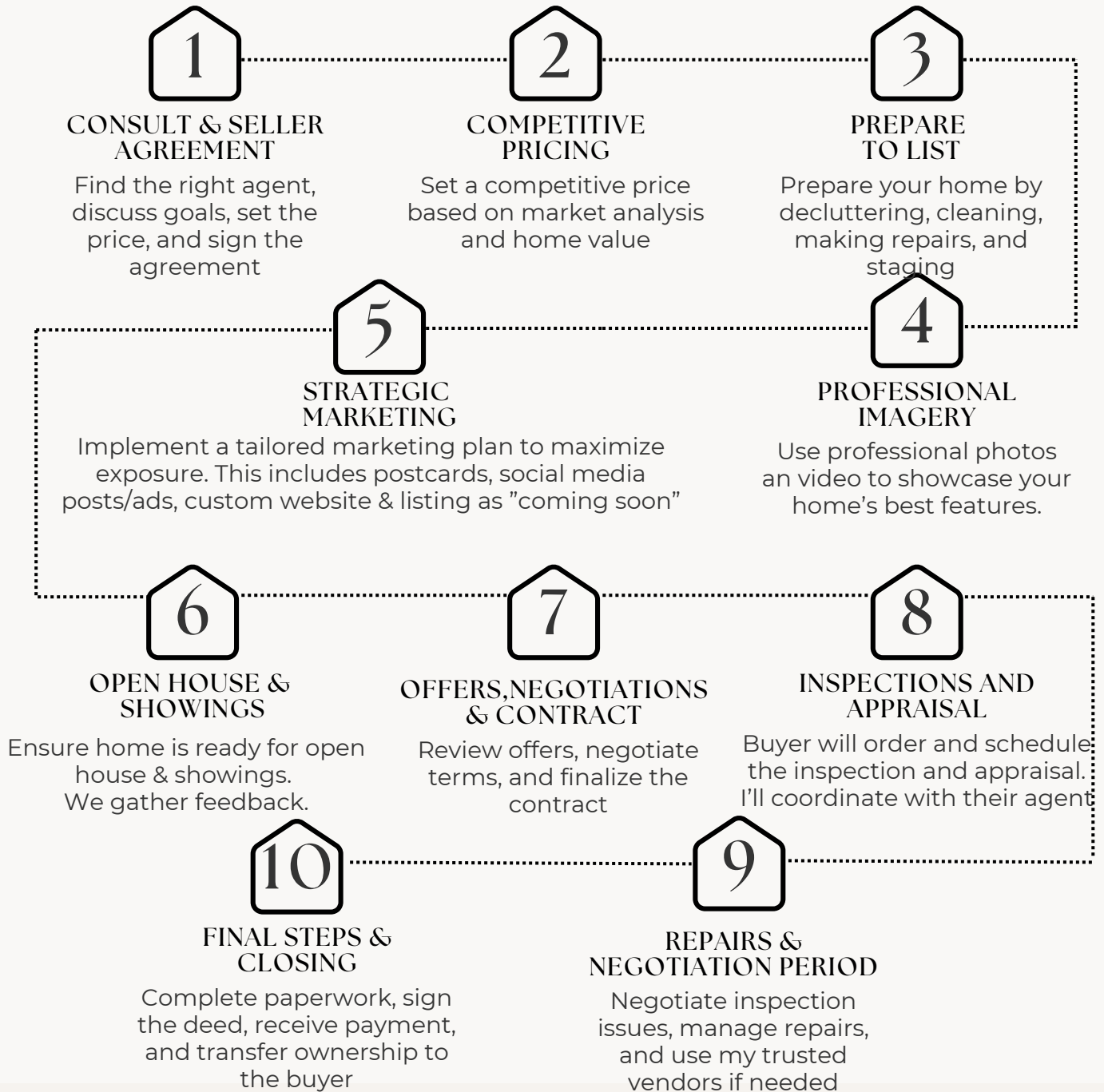
MAXIMIZE YOUR SALE VALUE

More competition, serious buyers, and strong offers often lead to a higher final sale price and better contract terms, helping you get the most out of your home sale.

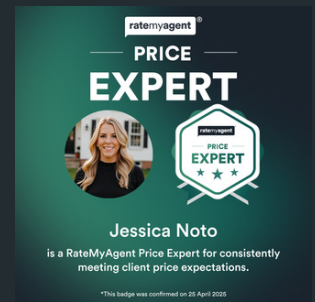
Offering a buyer's agent commission isn't just about covering a fee—it's a strategic move to unlock the full potential of your home sale!

the HOME SELLER

ROADMAP



PRICING TO SELL *& for more money*



PRICING IS A SCIENCE. IT IS NOT EMOTIONALLY DERIVED. IT IS NOT NECESSARILY WHAT YOU WANT OR MUST GET.

Pricing correctly to sell is data and market driven. Comparable sales, market conditions and local economies determine what a property will sell for.

I have earned the distinction of Price Expert by Rate My Agent client reviews. This means that I carefully study these factors and recommend the price I believe your property will sell for based on facts and my knowledge of the local real estate market and data. The average days on market for my listings that I priced is extremely low. Your goals are my focus and one of them is getting you to your next destination on your timeline.

Even though listing inventory is low, making it a good time to sell, there are still homes that sit, waiting months for an offer. Currently, we are seeing a 30% INCREASE in home listings expiring due to poor pricing. The good news is that ZERO of my listings have ever expired in nearly 10 years! I know how to price if you listen to my advice.

The extra time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

**"SOMETHING MUST BE
WRONG WITH THAT HOME."**

That thought will scare away many buyers, and it will prompt the ones who remain interested in attempting to lowball you.

REMEMBER:

EVERYTHING SELLS WHEN PRICED CORRECTLY, REGARDLESS
OF LOCATION OR CONDITION.

PREPPING YOUR HOME

Cleaning & prepping your home to sell can increase its value

FRONT ENTRY

Power wash front porch, Add door mat/wreath, Trim and mow regularly. Add colorful plants or ferns

KITCHEN

Clear off all counters, Remove all personal accessories, Tidy pantry. Hide utensils and small appliances.

FAMILY ROOM

Swap out bright curtains for sheers, Remove all personal photos, Declutter, including furniture if needed, Add neutral sofa pillows

BEDROOMS

Remove 20% of items in closets & clear the floor, Remove all personal photos, Replace bright bedding with neutral tones

BATHROOMS

Clear all counters of products, Remove all personal products, toilet brushes, etc Replace bright towels & rugs with white/neutral solid colors

THROUGHOUT

Wipe down all blinds, Touch up any drywall or paint, Q-tip clean

BACKYARD

Pack away as many toys, misc items as you can, Trim all bushes & mow lawn, Lay fresh black mulch

FINAL CLEAN

Prior to photos and videos, give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers!



SHOWINGS



HOW DOES MY HOME NEED TO LOOK FOR SHOWINGS?!

PRETEND BUYERS ARE CRIMINAL INVESTIGATORS; LEAVE NO DNA BEHIND!

I'm kidding:) But not about the DNA effect. Try to leave no hairs or fingerprints behind. Buyer's get grossed out when they see these things unfortunately. The most common areas we see this in are sinks, showers and refrigerators. We want them to imagine themselves and their belongings in your home, not yours. We don't want them to get distracted by these things. While it should be clean for photos, dirt doesn't show up as much in photos, but it sure does in-person! The cleaner your house is for showings, the quicker we can get it under contract and you won't have to worry about it as much anymore! Keep it tidy and clean during showings and then you can relax. A clean home presents as a well-maintained home. Pets: Should be removed if at all possible for showings. If not, they should be crated or contained to the best of your ability. Pets can pose a liability to you and can interrupt the comfort of buyers during their showing which can lead to them leaving abruptly and passing on your listing.



professional imagery

A PICTURE IS WORTH

A THOUSAND WORDS



A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

Listings with professional photos sell FASTER & for MORE MONEY than listings with amateur photos. With an average difference of \$3,400 - \$11,200 & a 21-day faster sale time. (Redfin)

90% of home buyers use the internet to search for their dream homes, and 87% of buyers find high-quality photos to be very useful in their home search. (NAR)

Listings with high-quality photos receive 118% MORE VIEWS than listings with low-quality photos, this highlights the importance of standing out in a crowded online marketplace. (Zillow)

IMMERSIVE MARKETING

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums.

01

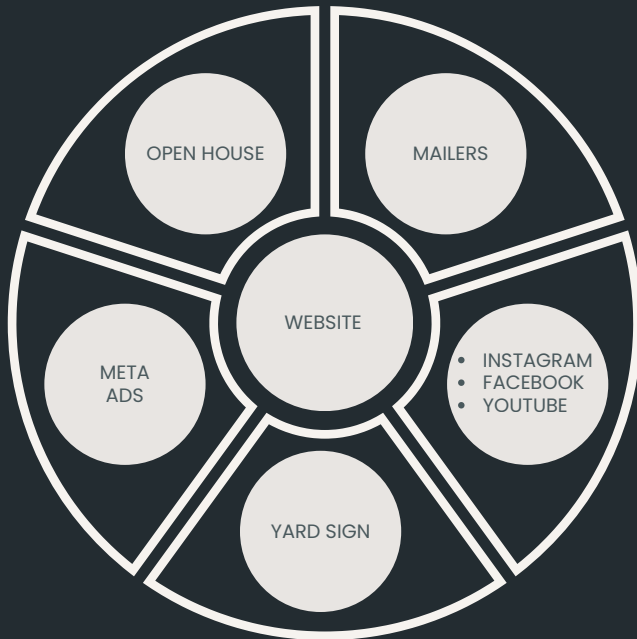
PROFESSIONAL
PHOTOS
VIDEOS

02

SOCIAL
MEDIA
POSTS
ADS

03

OPEN
HOUSE
SOCIAL MEDIA
PROMOTION



01

I use industry top photographers and videographers to beautifully capture your home.

02

SOCIAL: I offer additional significant exposure through posts, reels and stories. We also run ads in Meta, with the ultimate goal of buyers clicking on the link to our website, where they can take a full digital tour.

03

OPEN HOUSE: Gives buyers the opportunity to see your home in person. They've more than likely already seen the photos and videos, so we know this buyer has significant interest in your home.

Research indicates that consumers typically require seven hours of engagement, 11 touchpoints, and exposure across at least four different platforms before feeling confident enough to make a purchase. This is why immersive marketing isn't just important—it's essential. While seven hours may seem like a lot, purchasing a home is one of the most significant decisions a buyer will make.

Our goal is to make it effortless for them to invest that time in your home.

LISTING PROCESS

& timeline



Homes perform best when they go to market on Thursday.

I like to go active on the MLS on Thursday morning & hold the Open House that same evening from 5-7pm.

This helps to increase demand by getting as many people in the Open House window as possible.

In order for your home to go to market on Thursday, all photos and videos need to be taken at least 2 days prior.

We'll do light staging prior to photos and video, but please follow the preparation list we will send prior to your appointment.

The photos and videos will then be edited and used to build the following applicable marketing materials:

- MLS Photos
- Social media posts & ads
- Open house materials

A background image showing a modern interior space with a light-colored wooden ceiling and a white table. The text is overlaid on a semi-transparent white box.

OPEN HOUSE

By hosting an open house, you're maximizing your home's exposure.

We don't just rely on foot traffic—we also market the event online, ensuring your listing reaches even more potential buyers.

And since real estate is all about location and feel, an open house gives buyers the invaluable opportunity to experience your home in person. More exposure means more interest, and more interest leads to more opportunities. Even a casual visitor or curious neighbor could turn out to be your next buyer!

A background image showing a dark interior space with a white table and a plant. The text is overlaid on a semi-transparent dark grey box.

OFFER PRESENTATION

Offer presentations take place whenever we receive an offer on your home. Together, we'll carefully review each offer side by side, comparing terms and deciding whether to accept, counter, or negotiate.

In a multiple-offer situation, buyers will be given a deadline to submit. At that point, we'll assess all offers at once, ensuring a fair and strategic comparison.

COMMON *Contingencies*

01 FINANCING CONTINGENCY

Most contracts are contingent on the buyer's financing.

We won't entertain or accept offers unless we have the buyer's pre-approval from a lender.

I will also have a personal conversation with the lender to verify approval.

02 INSPECTION CONTINGENCY

Unless your home is being sold as-is, our purchase contract will have an inspection contingency. The buyer will do their due-diligence on the property with professional inspections including but not limited to full property, pest & radon.

03 APPRAISAL CONTINGENCY

When a Buyer is financing, an appraisal contingency becomes a part of the contract. This means the buyer's financing is contingent upon the home appraising for their purchase price. This is another critical factor to consider when pricing your home.

04 HOME SALE CONTINGENCY

Some buyers will also write offers contingent upon them selling and closing on their current home. There will be additional negotiations, paperwork and timelines we will agree on with this type of contingency.



DUE DILIGENCE PERIOD

In real estate, the due diligence period is a crucial stage in the Offer to Purchase Contract that must be completed for the transaction to proceed.

This is a specific period of time agreed upon by both Buyer & Seller.

All inspections (complete home, pest, radon, etc) and repair requests must be completed within this time frame.

We will negotiate any repair requests or concessions at this time.

Once this period is successfully completed, only three key steps remain before closing:

the underwriting process of the buyer, the title search and closing or the transfer of deed.

Closing Day

It's finally here!

I've guided countless clients through this process, and I promise we'll navigate it smoothly together.

We will receive a preliminary settlement statement about 1-2 days prior to closing. We will review this together so there won't be any surprises!

For the closing process, you will have the option of in person, mail away or digital signing.

After you sign everything...the deal is closed and your home is officially sold!

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record and the original will be mailed to you. This can take a few weeks.
2. Most loans fund the same day and some can take up to 48 hrs after recording. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.
3. The home must be vacated (unless otherwise agreed upon by all parties) at the time of closing. At closing, we'll release keys to the new homeowner and they will have rights to immediate occupancy.



REVIEWS



KELLY HAMILTON

100000 stars if we could! The best agent out there!

If you are looking to buy or sell a home, working with Jess Noto is the best decision you could make. From the beginning, Jess made my husband and I feel so comfortable and truly prioritized us. We recently relocated from New England to Kentucky and Jess made it her mission to make an emotionally challenging move so easy and exciting. Jess was incredibly flexible and accommodating, coordinating FaceTime tours around our crazy work schedules. Although we were shopping for homes from 1,000 miles away, our experience could not have been better even if we lived right down the street. Jess found our home with every single detail that we hoped for while staying within our budget (and was just as excited as we were!). She truly fights for you every step of the way and makes you feel like her top priority. Jess went above and beyond to make this move special for us. We could not have done this move without her and will definitely be using her for any of our real estate needs in the future.



HANNAH N.

Our experience with Jess was nothing short of exceptional. From the very beginning, she demonstrated professionalism, knowledge, and a genuine passion for helping us navigate the complex process of buying a home. She listened attentively to our needs, offered valuable advice, and ensured we felt supported every step of the way. Her attention to detail and dedication to finding the right fit for our family truly set her apart. Whether it was answering late-night questions or providing clear guidance during negotiations, she consistently exceeded our expectations. The entire team she worked with was equally impressive, providing seamless communication and expert support throughout the process. Together, they made what could have been a stressful experience feel effortless and even enjoyable. Thanks to their hard work and commitment, we are thrilled with the outcome and look forward to working with her again in the future. We wholeheartedly recommend her to anyone in need of a skilled, reliable, and personable realtor.

REVIEWS



GENA B.

Simply the best!

We have used Realtors for 30 plus years and Jessica has far succeeded any expectation we had. Due to a job transfer it was a more stressful move. She helped us in so many ways, including helping us get our home ready for showings with her pretty plants and decor etc. and was a true blessing! She truly cares and her kindness and patience was greatly appreciated. Her knowledge of real estate was impressive and imperative. We highly recommend Jessica!!!



ANTHONELLI W.

We are a military family and have worked with realtors across 3 different states over the past 8 years—Jess is the best we've ever worked with by far. She is the ultimate professional and was an absolute godsend for our family as we endeavored to sell our rental property in Midway. She was patient enough to work with us over the course of a couple years to ensure we received the highest possible return on our investment and never did we feel pressured to sell before we were ready. In fact we had no doubt that Jess had our best interest at heart throughout the process. Ultimately her advice paid off and we received top dollar for our property. Our hugest recommendation for sure.



CARI C.

When it came time to select a Realtor, there was no doubt that we would go with Jess Noto. She had helped our son and his wife with the purchase of their first home and had gone above and beyond their expectations. When we decided to relocate, we contacted Jess and shared our hopes for our new home. Jess was extremely knowledgeable about the area we were looking at and the market. She was in constant communication with us and helped us find the perfect house. When we say she goes above and beyond, she really does. Jess continued to check on our property after we closed and until we were able to move in. She is truly dedicated and a very caring person.



TAMISHA L.

Absolutely Perfect

Jessica is Fabulous!! We moved to Kentucky from California so we did everything online. Jessica was kind and so patient with us as we were selling our home in California and my Mother passed away in between. She was amazing in taking care of everything from getting inspections done to getting us all the paperwork on time. Jessica was exactly the Realtor we needed and I would recommend her to anyone. 5 Stars All The Way!

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A woman with blonde hair, wearing a white blazer, white pants, and a dark top, stands in a modern dining room. She is leaning on a dark wooden table. The room features a large chandelier, a stone fireplace, and a window with black trim. The floor is made of light-colored wood.

READY TO LIST?

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