

HOME VALUE

TYRELL TAYLOR & ASSOCIATES



10 REASONS TO SELL WITH A REALTOR®



tyrelltaylor.com



EXPERTISE

Guides you in pricing your home accurately by utilizing figures from comparable properties and analyzing current market conditions.



MLS

Lists your home in the Multiple Listing Service (MLS) and in other portals.



ANALYSIS

Performs a thorough walk-through of your home and suggests repairs and improvements that could increase its marketability.



MARKETING

Markets your property via social media channels, videos, yard signs, and to other realtors within their office and contact network.



SCREEN

Pre-qualifies prospects in order to ensure the safety of the property and that potential buyers are serious about buying in the near future.



OPEN HOUSE

Facilitates an open house if appropriate and provides lockbox jaccess to the property.



FEEDBACK

Shares feedback from buyers' agents to determine if any additional tasks would help the sale.



INSPECTIONS

Coordinates property access with inspectors and appraisers.



REVIEW

Review all offers received once the home is on the market.



CONTRACT

Coordinates contract negotiations, including counteroffers, with the buyer's agent.

TYRELL TAYLOR

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WE ANSWER YOUR QUESTIONS HOW WE PREPARE YOUR HOME FOR MARKET

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

WHAT DOES IT MEAN?

APPRAISAL



The appraisal is the estimated market value as currently stipulated for any piece of property. Typically, an “appraiser” determines this value through comparables in your community.

WHAT DOES IT MEAN?

CLOSING STATEMENT



There's a verifiable document detailing all charges, credits, and cash deposits for the transaction. That document is called the "closing statement."

WHAT DOES IT MEAN?

CMA



CMA stands for Comparative Market Analysis, also referred to as “comps.” This report looks at similar homes in your area that were sold or are currently on the market and can help you determine an accurate value for your home.

WHAT DOES IT MEAN?

CLOSING COSTS



These refer to miscellaneous expenses (typically paid by the buyer) to close the deal. Expenses can include mortgage fees, recording fees, title insurance, transfer taxes, credit check fees, commissions, inspection fees, appraisal fees, and more.

WHAT DOES IT MEAN?

EARNEST MONEY



You'll receive this payment from the buyer as an offer that indicates serious interest in your property. It is counted toward the down payment and is refundable.

WHAT DOES IT MEAN?

APPRECIATION



Over time, your house should gain in value due to increased marketing demand and inflation. The increased value of your home from when you purchased it is considered its appreciation in value. Depreciation refers to a decrease in value.

WHAT DOES IT MEAN?

ASSESSED VALUE

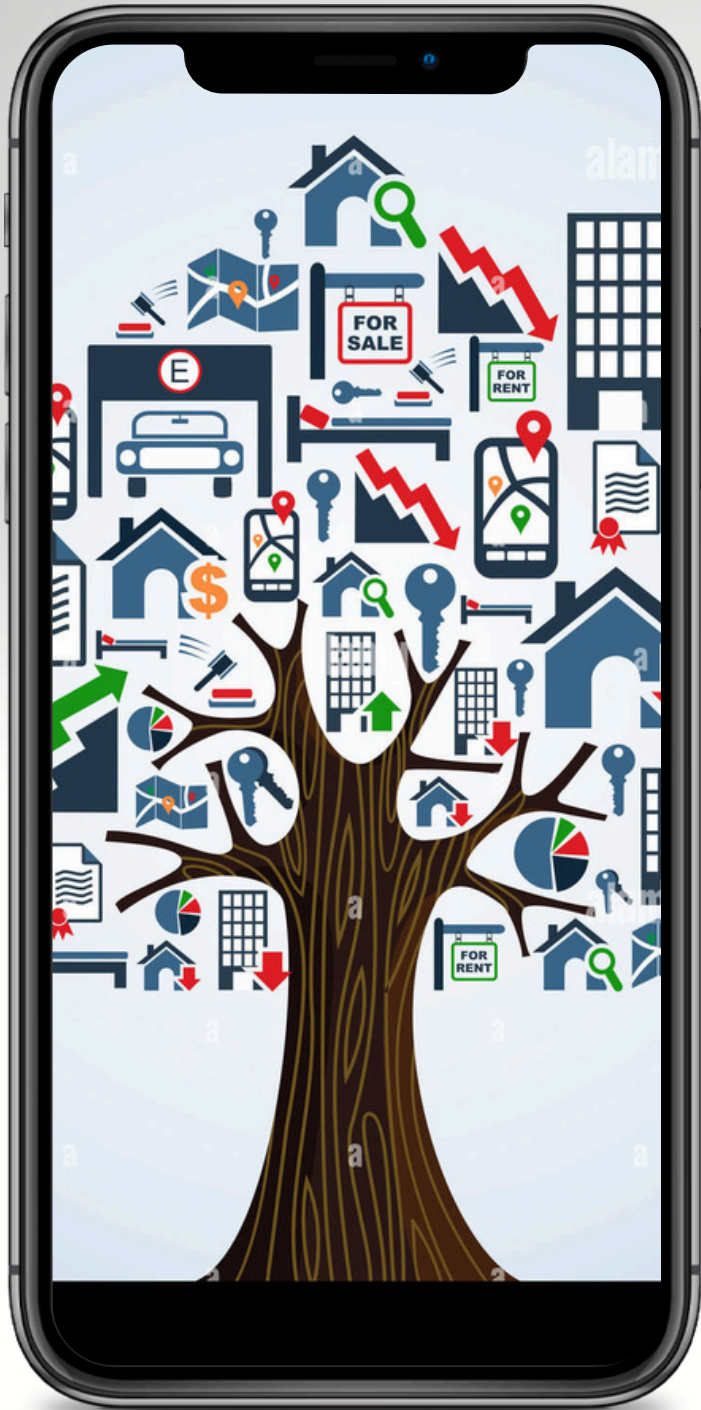


This is the dollar value that a public tax assessor assigns to your home for the purpose of city/state taxes. This value is separate from a home appraisal value or market value.

HOW WE USE SOCIAL MEDIA



We use social media to showcase your property and maximize exposure. Through targeted posts, engaging visuals, and optimized ads, we'll ensure your listing gets seen by the right people, driving interest and results.



MY PROMISE TO YOU

I promise to respect your
confidentiality.

I promise to give you good advice.

I promise that you will understand
what you're signing.

I promise to tell you the truth
about your property.

I promise to follow through and
follow up.

CLOSING DAY

AGENDA

- Load Moving Truck
- Final Walkthrough
- Sign Closing Docs
- Start Celebrating!

SERVICE LEVELS

PACKAGE ONE

- ✓ Provide a list of questions to ask potential lenders
- ✓ Provide recommendations on first time buyer books, and other timely topics
- ✓ New Listing Email Alerts
- ✓ New Listing Text Alerts
- ✓ Provide resources for information on school performance
- ✓ Provide information on price appreciation in the defined areas
- ✓ Join our VIP list for annual Home Evaluations
- ✓ Provide complimentary market analysis on home PMI removal appeals

2% COMMISSION

PACKAGE THREE

- ✓ Custom Floor layout
- ✓ Custom 3D video map made
- ✓ Home designer walkthrough
- ✓ Free utilities connect
- ✓ Tour packets for each home viewing
- ✓ 1 FREE Landscape Maintenance
- ✓ Preview properties to see if they would be desirable
- ✓ Provide property access to contractors
- ✓ Provide measurements of rooms for planning furniture, etc.
- ✓ Arrange home inspections and repairs if needed

4% COMMISSION

PACKAGE TWO

- ✓ Provide out of town buyers with a relocation package
- ✓ Provide a map of city neighborhoods
- ✓ Provide "neighborhood orientation" tours for relocating buyers
- ✓ Show you amenities found in neighborhoods of interest
- ✓ Provide utility cost information on properties of interest

3% COMMISSION





YOUR REAL ESTATE AGENT

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