

YOUR HOME SELLER GUIDE



FROM JUST
LISTED TO

Sold

CAYLOR MAY, REALTOR®

REDONE
REALTY

MAY REAL ESTATE GROUP



MEET CAYLOR

Most of my young professional career was spent in corporate media/marketing after I graduated with academic All-Big Ten honors, as a student-athlete (softball) from one of the most prestigious academic institutions in the world, Northwestern University. My professional background in Communications and Marketing empowers my ability to strategize effectively with my sellers and gives my buyers a competitive edge when negotiating the purchase of their dream homes.

After personally negotiating the sale of our first home and many after—buying, selling, building and remodeling has become a focal point in my life both personally and professionally. This wealth of experience is something I love to share with my clients, helping you realize your goals for your home, family and asset growth.

My extensive professional network, exceptional communication and marketing skills benefit my clients time and time again. As a Central Ohio native, I am an expert in this area. My expertise in the industry will help you find the right home for your current and future needs.



WHY CHOOSE CAYLOR?

Finding an agent, you can trust to represent the sale of your home is an important task. Know that it is my fiduciary duty to work side-by-side with you during this process. It is my goal to deliver results and help you make the best decisions for your family. My industry knowledge and professional background in corporate marketing/media has given me a competitive edge when listing your Central Ohio home. With my proven marketing strategies your home will be presented in its finest form, giving you top dollar at the closing table.

01

A Standard of Excellence

As your REALTOR® my standards for excellence are unmatched. I will be your personal fiduciary, always keeping your best interest in mind.

02

Tailored Marketing Strategy

I will develop a marketing and pricing strategy that is best for your home. This involves listing the home and then driving the right people to that listing through social media campaigns, agent-to-agent referrals, traditional media, and SEO advertising. You can expect a personalized marketing campaign that aims to get the most possible traffic to your listing in the first three weeks after becoming a client.

03

A Trusted Advisor

We will work side-by-side to make the best decision for your family, while building your overall wealth.

WHAT TO EXPECT

THE HOME SELLING TIMELINE

STEP 1 - LISTING CONSULTATION

I will accompany you on a tour of your home where we'll not only discuss pricing and marketing strategies, but also provide guidance on how to best enhance your home before listing it on the market. You can trust me to be a valuable resource throughout the process.

STEP 2 - PROFESSIONAL PHOTOGRAPHY

Once your home is ready, I'll arrange for professional photography and videography services. It's essential to have high-quality images and videos to showcase your property. In fact, according to NAR, 97% of homebuyers found their home online, so having a stunning presentation is a must!

STEP 3 - STRATEGIC MARKETING PLAN

Now that your home is live on the MLS, my strategic marketing plan will be implemented to ensure maximum exposure. The plan for your home will be unique to you. (more about my marketing strategy on page 6)

STEP 4 - SHOWINGS

It is important that we open your home up for showings to potential buyers. Agents will be able to securely request showing appointments through the ShowingTime app, which you will be able to approve. In Ohio, it is mandatory that agents are present at all showing appointments.

STEP 5 - RECEIVE AN OFFER

As soon as an offer has been submitted you will be notified. Together we will review all offers and I will help you understand the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP 6 - INSPECTIONS

The buyer will schedule an inspection during the inspection period, specified in the purchase agreement. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP 7 - APPRAISAL

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP 8 - CLOSING

You will need to fulfill any closing obligations including: fixing agreed upon repairs, submit disclosures, review closing cost and move out. After you sign the documents, it is time to celebrate, your home sale is complete!

THE TOP THREE PRICING FACTORS TO CONSIDER



THE MARKET

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

THE COMPETITION

It will be advantageous to look and see what other homes are active on the market prior to listing your home. This will help us determine how your home compares.

YOUR TIMELINE

We will determine your urgency and flexibility for selling your home. This will help us set the best listing price for you to meet your goals.

01

High-Quality Photos & Video

First, we'll have professional photos and videos captured of your listing that will make it appealing for buyers and look great online and in print.

02

Pricing Strategy

Pricing your home effectively is critical to getting a great offer. Using my data-driven approach, I will prepare a suggested listing price to generate maximum interest from the market.

03

MLS Listing

Then, we'll get your listing on the MLS, which is critical for mass exposure.

PROVEN MARKETING STRATEGY

Every sale is unique, but these are the key steps I've found most effective in selling homes like yours.

04

Campaign Creation

We'll build out digital and print marketing campaigns and materials so we can hit the ground running.

05

Direct Outreach

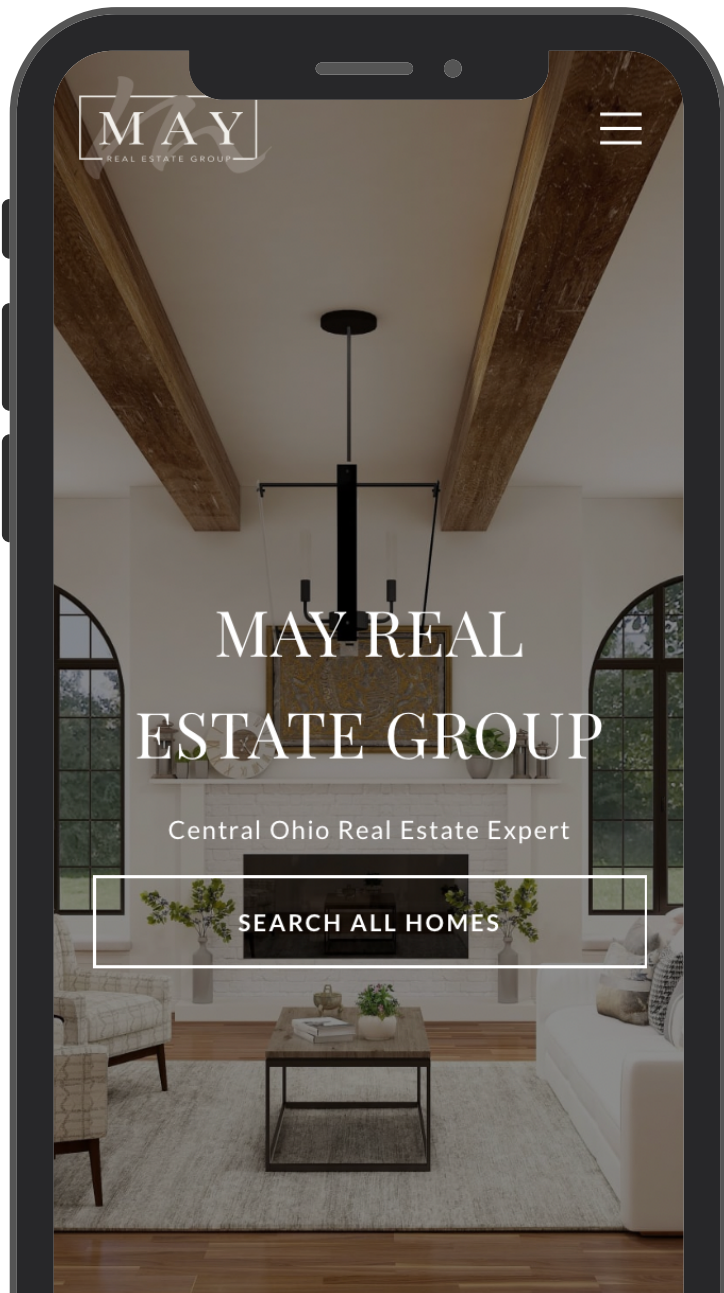
From there, we'll personally reach out to agents in the area who have buyers for your property and ensure that your listing is top of mind for the buyers who are most qualified to make an offer.

06

Open House

To finalize our strategy, we'll also host weekend open houses and broker-exclusive previews to get buyers and their agents in your home, so they can visualize themselves living there.

want to
learn more?



Whether you're curious about real estate trends, looking for a home search tool, or simply desire to expand your knowledge, our website has you covered.

visit today!

www.themayrealestategroup.com



LET'S MAKE A MOVE!



Thank you!

I look forward to putting my expertise to work for you. With trusted experience and unparalleled client service, I am here for you every step of the way.

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