YOUR HOME *Our* SELLING STRATEGY



This presentation walks through how I'll position, market, and sell your home using a clear, strategic approach designed to maximize value, exposure, and results.

OUR COMMITMENT

To provide the area's best real estate sales and marketing services while guiding my clients through every step of the process with clarity and confidence. I take a hands-on, supportive approach, making sure you feel informed, prepared, and advocated for from start to finish. By leveraging my market knowledge, expertise, and trusted professional network, my goal is to maximize the value of your home and deliver results that make you smile.



WHY HOMES DON'T SELL

HOME MARKETABILITY

Like any product, your home's appearance will have an impact on whether it sells. Buyers quickly bypass homes that are dirty, cluttered, and in need of repair. Taking the time to conduct a thorough cleaning, stage, and make repairs to your property will yield a higher sales price with fewer days on market.



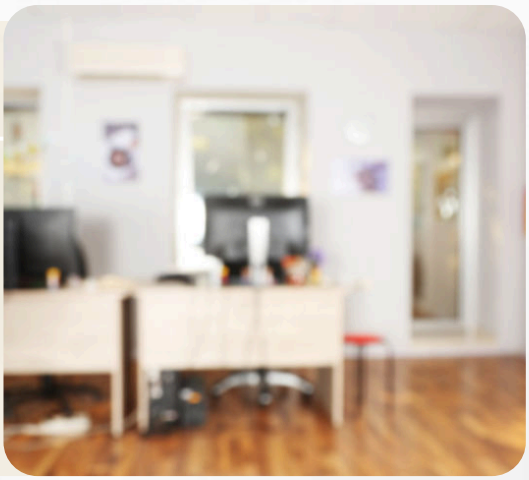
NO ACTIVE MARKETING

The average agent enters the property into the Multiple Listing Service, installs a yard sign, and then waits for the home to sell while they move on to their next client. Agents typically promise exposure on many websites. What they don't tell you is that you will get a basic, free ad on most of these websites. Free ads will typically offer limited or no photos, no virtual tours, no lead capture points, and placement at the end of search results for your geographical area. Poor advertising of your property will lead to low offers or no offers.



POOR QUALITY PHOTOS

Today's buyers start online, and first impressions matter. Industry data shows homes with high-quality listing photos receive up to 40% more views and more showings. Poor-quality photos limit interest early, resulting in fewer showings and weaker offers.



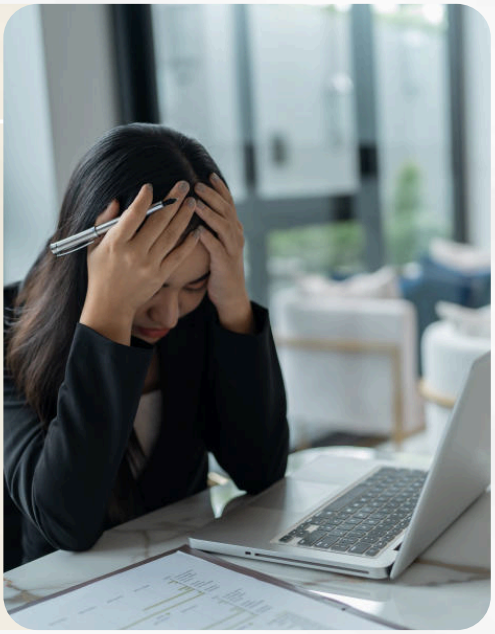


UNREALISTIC PRICING

Be wary of real estate agents that promise a high price, but provide little to no sales data to support their suggested sales price. This is a commonly used strategy to obtain listings. The overpriced listing then languishes on the market for months until it is reduced to market price. The buyer then makes a lower offer because the listing has accumulated excessive days on market.

LACK OF FOLLOW-UP

Many real estate agents have little to no formal sales experience. As a result, homes are often passively marketed, with agents waiting for inquiries instead of actively creating demand. In today's market, selling a home requires more than exposure. It requires a skilled advocate who will pick up the phone, have confident conversations, and clearly address buyer questions and objections to drive results.



OUR PROVEN SYSTEM

MAXIMUM EXPOSURE

We have advanced systems in place to make sure your property receives maximum exposure. Once in our system, your listing gets pushed out to over 750 different real estate websites including Realtor.com, Zillow, Homes.com, Trulia, Homesnap, HomeSpotter, WikiRealty, and so many more!



SOCIAL MEDIA

More than 250 million people in the U.S. actively use social media, spending over two hours a day on these platforms. That's why social media plays an important role in how I market homes. It allows me to showcase your property in a way that connects emotionally with buyers, telling a story and creating interest beyond what traditional real estate websites alone can achieve.





CONTINUOUS MARKETING

Every property receives a customized marketing strategy designed to highlight its unique features and reach the right buyers. Marketing begins before your home goes live and continues through contract, using a tailored mix of digital, print, and targeted outreach specific to your home, location, and current market conditions.

METICULOUS FOLLOW-UP

We have a systematic and detailed process for following up with agents and prospective buyers. We proactively call agents and buyers who have seen your property so that we can answer questions, overcome buyer objections, and highlight important property features that may help stimulate a sale.



OFFICE EXCLUSIVE LISTINGS

Before your home is exposed to the broader market, I may begin with a private, office-exclusive strategy. Your property is shared with top agents in the industry and qualified buyers within my professional network, allowing me to proactively create interest before a public launch. This early exposure can save time, reduce preparation stress, and in some cases result in a successful sale prior to entering the MLS, without sacrificing marketing reach or value. This saves our sellers time, money, and minimizes house preparation stress.

BENEFITS



Creates a sense of urgency, exclusivity, and maximizes the exposure of the property to potential buyers.



Promotes your home to local agents and potential buyers prior to going in the MLS and officially starting your Days on Market (the higher number of days on market usually means lower selling price).



Enables you to accept early showings, feedback, and offers prior to going active on the market.



Allows you the opportunity to make adjustments to the price based on the feedback prior to going on market.

STAGING

DOES MY HOME NEED TO BE STAGED?

The short answer is YES, every home can benefit from staging. Whether it be a good cleaning or a complete overhaul, we will advise you on what will make your home more marketable. Staging isn't about redecorating or erasing your personality. It's about creating a space where buyers can easily picture themselves living. Simple changes, like minimizing personal photos or adjusting furniture placement can help buyers focus on the home itself and connect with it emotionally.



VIDEO ISN'T OPTIONAL ANYMORE

Buyers don't just scroll listings. They connect with stories that spark emotion.

High-quality video creates emotion, context, and urgency before a buyer ever steps through the door. It shows how a home lives - not just how it looks.

I use video strategically to:

- Stop the scroll
- Create an emotional connection
- Drive more qualified showings
- Increase perceived value

> **More eyes. Excited buyers. Stronger offers.**

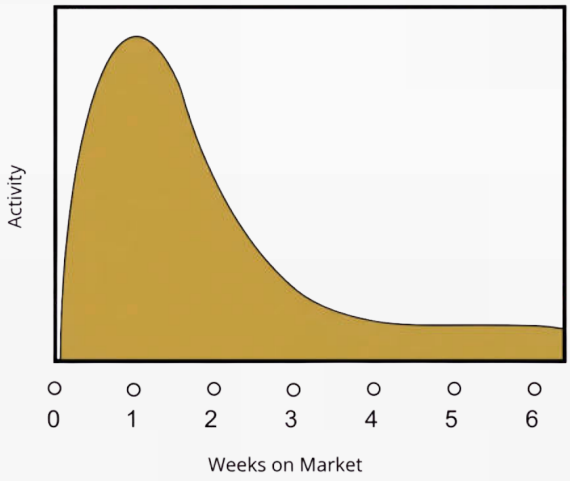
Marketing is only powerful if people trust the source. My reputation, local presence, and network amplify every piece of marketing I put out.



ACTIVITY VS TIMING

Pricing is everything! The importance of pricing your property correctly can't be stressed enough. This chart illustrates the level of excitement and interest in a new listing over time. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. Price reductions later fail to generate additional traffic since the weeks on market are higher and newer listings are looked at more favorably.

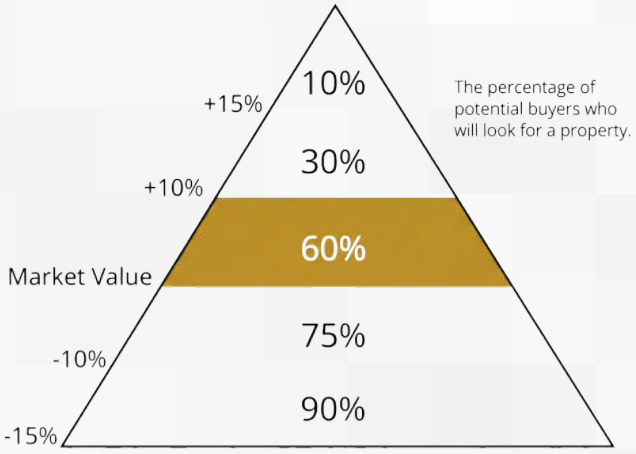
It's important to realize that pricing your house a little over market value to leave room for negotiation will dramatically decrease the number of buyers who see your listing.



Impact of Price on Visibility

Instead of trying to 'win' the negotiation with one buyer, you should price your house so demand for it is maximized. By doing so, you won't be negotiating with one buyer over the price. Instead, you'll have multiple buyers competing for the property.

The secret is making sure your house is Priced To Sell Immediately (PTSI). That way, your house will be seen by the most potential buyers. It will be more likely to sell at a great price before more competition comes to the market.



THE PROCESS

We begin by preparing the home for the market. This includes decluttering, cleaning, staging recommendations, paint and minor repairs as needed - focused on presenting the home at its best and maximizing buyer appeal.

OFFICE EXCLUSIVE MARKETING

Before your home is listed publicly, we share it with local agents. This allows us to start creating buzz and excitement around the property while also gathering early feedback on pricing and buyer demand.

Professional Media (Photography, Video & Digital Assets)

Once preparation is complete, we schedule all professional media, including photography, video, and any additional digital assets needed to showcase the home across online platforms.

Multiple Listing Services (MLS)

Your property is added to the MLS, which drives activity by showcasing photos, media, and detailed descriptions across more than 750 websites.



Showing Preferences

Showings are scheduled based on your preferences and availability. You'll receive confirmations and updates as requests come in.

Social Media Marketing

Your listing is promoted across multiple social media platforms and distributed across hundreds of real estate websites.

Open Houses

Open houses are held to help expose the home to as many potential buyers as possible and generate additional momentum.

Receiving an Offer

Once an offer is received, we review the terms together—including price, contingencies, financing, and timing - before accepting, countering, or rejecting.

Ratified Contract

After both parties agree to terms, contracts are signed and ratified. The buyer submits their earnest money deposit, typically 1% - 3% of the sales price.

Inspections

The buyer completes inspections within the contractual timeframe. These may include whole home, termite, well, septic, radon or any additional inspections negotiated in the contract. Repair requests are reviewed and negotiated as needed.



Homeowners Association Documents (if applicable)

If the property is in an HOA or condo association, required disclosure documents are provided. Buyers typically have three days to review and potentially rescind.

Appraisal

The lender orders an appraisal to confirm value. If the appraisal comes in below contract price, buyer options are reviewed and negotiated per the contract.

Final Walk-Through

Just before closing, the buyer completes a final walkthrough to confirm the home is in agreed-upon condition and that any negotiated repairs have been completed.

Settlement

On settlement day, documents are signed, funds are transferred, utilities are changed over, and ownership officially transfers to the buyer.



LISTING PREP & DECLUTTER
A STEP BY STEP GUIDE

Don't underestimate the power of a deep clean. Even if you hire cleaners on a recurring basis, when you're getting ready to list your home it's time to take the cleaning up a notch. Always schedule a professional, thorough cleaning just before the photos are taken.



Spaces that often need extra attention include baseboards and trim, corners (both high and low), under furniture, appliances (inside and out - don't forget the top of the fridge), the laundry room, shower and tub grout and caulking, floor tile grout, carpet spots, and windows (inside and out).

KEY NOTES:

- Potential buyers will want to look inside cabinets and closets to gauge the amount of space. Do not use these spaces for storage as it will give the impression that the space is too small.

- Consider choosing a section of the garage or basement where you can neatly store extra items, or ask us about our partner mover's declutter program for sellers.

- Safety and security is important. Items such as valuable jewelry, family keepsakes, medications, firearms, ammunition, records, and personal documents should be locked up or stored in an inaccessible area outside of the home.

- Less is more. If in doubt, pack it up or get rid of it. We can bring in staging and décor items as needed.

KITCHEN:

- Counters should be completely clear
- Small appliances, knives, and cooking utensils stored away
- Remove items from tops of fridge and cabinets
- Remove magnets or stickers from appliances
- Tidy pantry and discard expired items
- Remove kitchen towels, cloths, and rugs
- Garbage cans stored out of sight



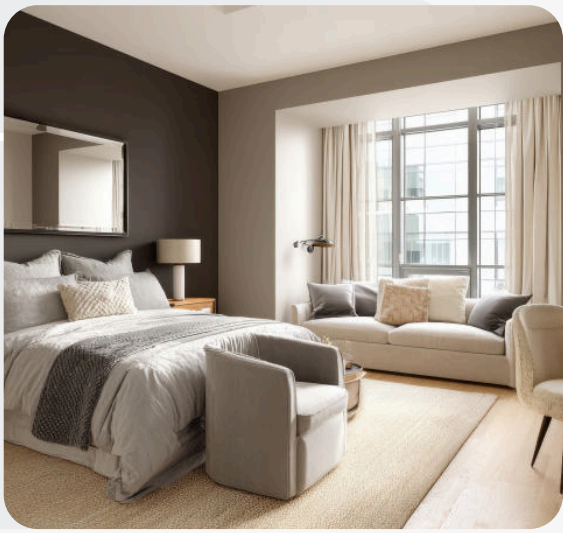
BATHROOMS:

- Completely clear vanity tops
- Remove all items from the shower and tub
- Remove or tuck away garbage cans
- Use neutral, coordinated towels, rugs, and shower curtains



BEDROOMS:

- Remove personal photos and items
- No items stored on floors or under furniture
- Furniture tops clear with no more than three décor items
- Beds neatly made with neutral linens



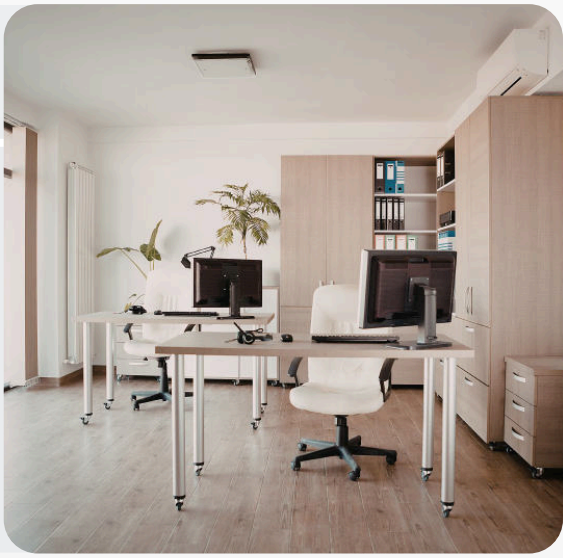
CLOSETS

- Nothing on floors
- Closets no more than 75% full (ideally closer to 50%)
- Pack away off-season clothing and extra linens
- Clothes neatly hung or folded, shoes organized



OFFICE(S):

- Remove sensitive documents
- Shelves tidy and not overcrowded
- Electronics dusted, cords wrapped and tucked away
- Desktops completely clear



GARAGE:

- Use designated section for storage
- Do not exceed 50% of space
- Do not block entrances or utility doors
- Garbage cans must be clean and odorless



THROUGHOUT:



- All lights working with consistent bulb color
- Smoke detectors under 10 years old and functional
- Toys stored out of sight
- Open shelves styled and under 50% full
- Tables and furniture tops limited to three décor items
- Remove filler rugs
- Clean windows, remove screens, wrap and hide cords

EXTERIOR:

- Entry must make a strong first impression
- Clean windows, doors, door hardware and frames
- Remove dead plants and pots
- Trim bushes, weed garden beds & add fresh mulch
- Mow lawn and edge walkways
- Clean patios, decks, and furniture
- Cover or clean grill
- Power wash walkways, driveways, porches, decks and patios as needed



KEREN JAYNE HOMES

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