

# SELLER'S GUIDE

YOUR ROADMAP TO A SUCCESSFUL HOME SALE

Magnolia Real Estate

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Sheree Sutton REALTOR®

Mason & Magnolia  
Real Estate

Proudly serving South Mississippi, from  
the Pine Belt to the Gulf Coast, with  
offices conveniently located in  
Hattiesburg and Ocean Springs to meet  
all your real estate needs.

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hey there.

# Nice To Meet You!

I'm Sheree, and I'm committed to making your home-selling journey better.

When I first became a real estate agent, I realized how complex and stressful the process can be for many homeowners. That inspired me to want do things differently - to be the kind of agent who provides a smooth, rewarding, and even enjoyable experience for my clients.

*My goal is simple: to help you sell your home for the maximum value in the shortest amount of time.*

I'm here to look out for your best interests at every turn, making the process as smooth and stress-free for you as possible.

Ready to experience a different kind of home selling experience? Let's get started!



# Who You Partner With Matters

## INDUSTRY INSIGHT THAT PAYS OFF

With 20 years in real estate, I've mastered the ability to navigate the market and get my clients top-dollar for their homes. This means:

- My pricing strategies and marketing expertise will maximize the value of your home
- You'll benefit from my keen eye for spotting hidden opportunities and trends early
- Expect transparent recommendations from me, empowering your decisions



20 years of experience



Assisted in over 150 transactions last year



> 24 hour response time



Two convenient office locations

## CONNECTED AND IN-THE-KNOW

In this business, who you know can be as important as what you know:

- You'll have access to my vetted network of top industry professionals
- My industry connections mean I can leverage off-market opportunities to get your home maximum exposure
- Need preparations, staging, or renovations help? I'll connect you with trusted contractors



# About My Brokerage

MASON & MAGNOLIA REAL ESTATE



At Mason & Magnolia, we pride ourselves in our Realtors knowledge and southern hospitality. We love Real Estate and want to do our best to make sure your experience is as stress free and easy as possible. We will do whatever we can to see that you are happy on closing day. The Real Estate process can be a joyful experience. Let us have the privilege of showing you how and making your Real Estate dreams come true.

*Community Over Everything!*



# Potential Outcomes of Our Meeting

ANY OF THESE THREE OPTIONS ARE PERFECTLY FINE

## Option #1:

*You'll have the opportunity to list your home with me*

If you feel comfortable with everything I have to say, and I feel confident that I can meet your needs and timeline, this would be an excellent option for us both.

## Option #2:

*You might decide not to list with me*

If, for any reason, you don't feel comfortable with what I have to say or my approach doesn't align with your vision, that's perfectly okay.

## Option #3:

*I may decide not to take your listing*

If I believe I can't achieve what you want within your desired timeframe, I may recommend alternative options that better suit your needs.

# Your Exciting Next Chapter

## MAKING YOUR MOVE A REALITY

Your decision to move is more than just a change of address – it's the beginning of an exciting new chapter in your life. Let's take a moment to explore the wonderful journey ahead of you



How did you happen to pick where you are moving?



How do you envision your life changing in your new home?



What opportunities does this move open up for you and your family?

## It's natural to feel a mix of excitement and nostalgia

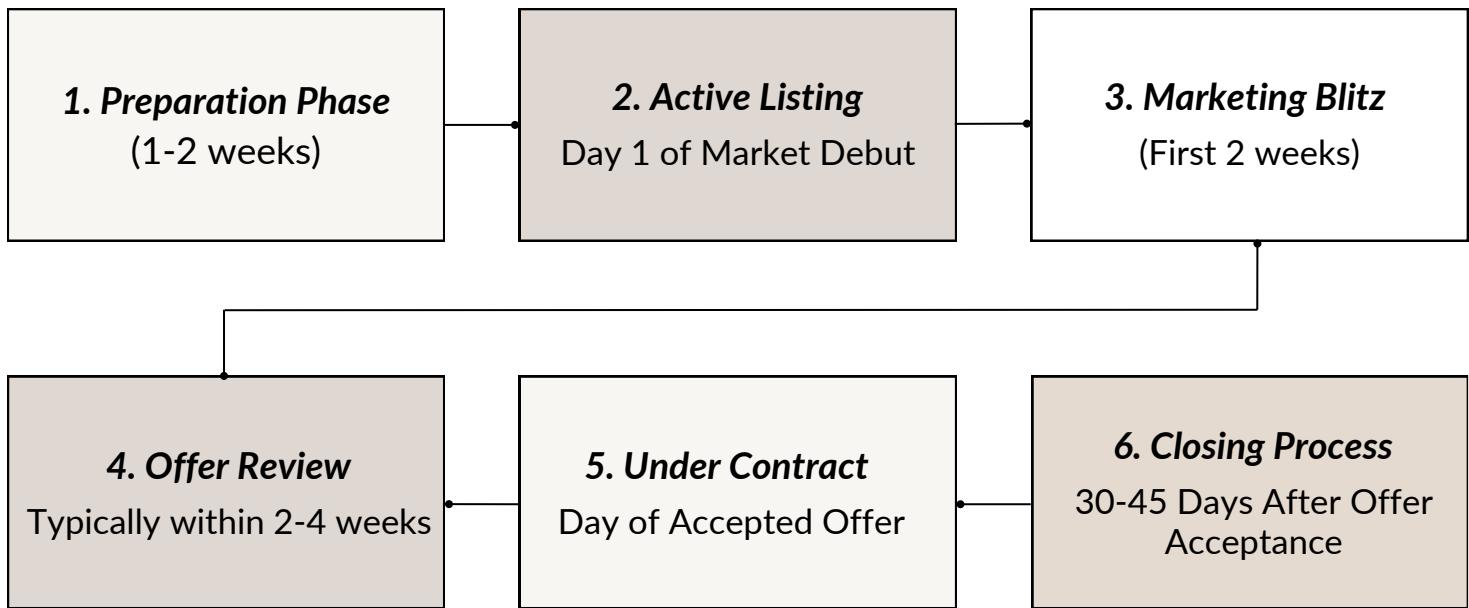
- *Focus on the possibilities: Picture yourself in your new surroundings.*
- *Celebrate your current home: Reflect on the memories you've made here.*
- *Look forward to new experiences: What new adventures await you?*



# Your Home Selling Timeline

## REALISTIC TIMELINE OF EVENTS

If we sign the listing agreement today, here's a realistic timeline of events



If we start the process today...

- [Listing Your Home](#): We could have it actively on the market within **1-2 weeks**.
- [Potential sale timeline](#): Given current market conditions, we could have an accepted offer within **2-4 weeks** of going live.

***Estimated closing:*** Your home could be sold and closed [within 2-3 months from today](#).



# Confirming Your Home's Details

## NEED TO HAVE THE MOST UP-TO-DATE INFORMATION

*I'd like to confirm that the basic information about your home is still the same as when you purchased it. Have there been any changes to:*

- Number of bedrooms?
- Number of bathrooms?
- Square footage?
- Lot size?

## Key Features and Upgrades

*Since you bought the home, have you made any significant upgrades or improvements? These could include:*

- Kitchen renovations
- Bathroom updates
- Flooring changes
- Addition of outdoor living spaces
- Energy efficiency improvements
- Smart home technology installations

## Property Condition

*It's important to address any potential issues upfront. Since you've lived here:*

- Have you noticed any structural issues?
- Any problems with water drainage or flooding?
- Have there been any pest infestations?
- Are you aware of any issues with the foundation?

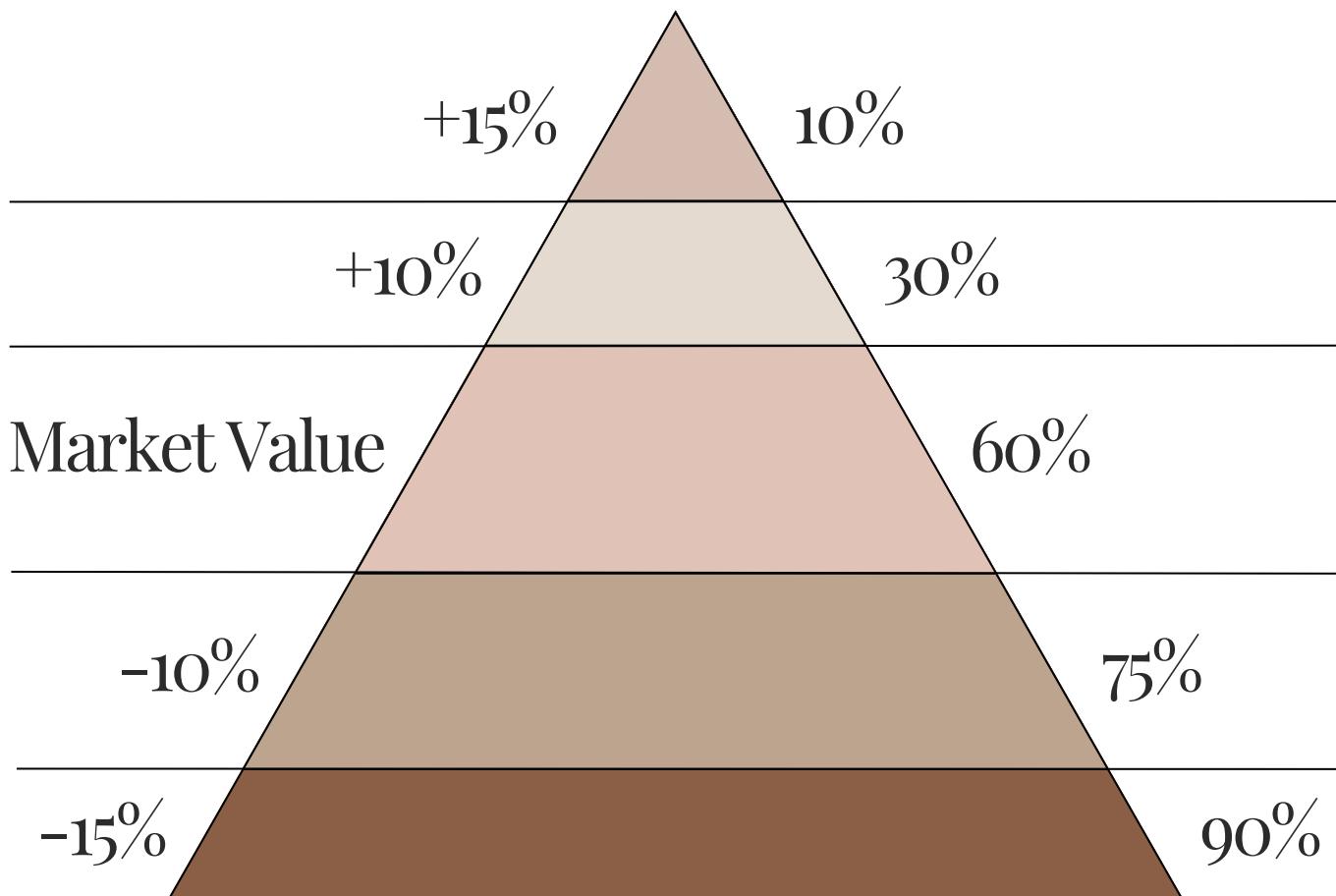
# Impact of Price On Visibility

UNDERSTANDING THE PRICE PYRAMID



*Asking Price vs. Market Value*

*% of potential buyers who  
will look at your property*





# My Proactive Approach

## THE CONCEPT OF 'STALE LISTINGS'

*Stale listings are properties that have been on the market for an extended period without selling. They often end up selling for less than they would have if priced correctly from the start.*

*You certainly don't want your home to fall into this category, right?*



### 1. Initial 14-Day Evaluation

We'll assess our listing strategy after two weeks on the market. This involves analyzing current competition, buyer preferences, and recent sales. We'll also review feedback from showings to gauge market response to your property.



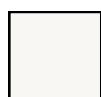
### 2. Data-Driven Adjustments

Based on our evaluation, I may recommend changes to optimize our selling strategy. This could include adjusting the price, refining our marketing approach, or tweaking the home's presentation to better appeal to potential buyers.



### 3. Flexible Pricing Strategy

Our initial price is a starting point, but we need to stay adaptable. Market conditions, including inventory levels, interest rates, and local economic factors, can influence pricing. We'll monitor these closely and adjust if necessary to remain competitive.



### 4. Ongoing Communication

I'll keep you informed throughout the entire process with regular updates. You'll always receive clear, data-driven explanations for any suggested changes to our strategy, ensuring you're involved in every decision.



# Marketing Touchpoints

EVERY TOOL AT OUR DISPOSAL TO SHOWCASE YOUR HOME

- Professional Photography
- Virtual Home Tour
- Announcement at Brokerages
- Custom Property Website
- MLS Listing Launch
- Yard Sign on Property
- Network Announcement
- Email Marketing Campaign
- Social Media Promotion
- Brokerage Website Feature
- Online Listing Syndication
- Targeted Postcard Mailing
- Neighborhood Mailouts
- Instagram/TikTok Showcase
- Press Release Distribution
- Broker-Only Preview Event
- Public Open House
- Facebook Property Page
- Telephone Marketing Campaign
- Print Advertising
- Custom Property Brochure
- YouTube Video Walkthrough

# Home Buying Today

WHERE BUYERS FOUND THE HOME THEY PURCHASED



51%

Internet

29%

Real Estate Agent

8%

5%

Friend, Relative, Neighbor

Home Builder

4%

4%

Yard Sign/Open House

Knew the Sellers, Direct

>1% Print Advertisement

# Our Strategy to Reach Today's Buyers

## MARKETING PLAN FOR YOUR HOME

1	<b>ESTABLISHING A STRONG ONLINE PRESENCE</b> Optimized online listings with professional photography and virtual tours
2	<b>LEVERAGING OUR EXTENSIVE AGENT NETWORK</b> Leveraging our agent network to promote your property
3	<b>PROVIDING IN-DEPTH PROPERTY INFORMATION</b> Providing detailed property and neighborhood information
4	<b>MAXIMIZING CURB APPEAL AND VISIBILITY</b> Ensuring strong curb appeal and neighborhood signage
5	<b>HARNESSING WORD-OF-MOUTH MARKETING</b> Utilizing our reputation and client network for word-of-mouth marketing
6	<b>IMPLEMENTING A DIVERSE MARKETING STRATEGY</b> Employing a mix of online and traditional marketing methods

# Marketing Deep Dive

## MULTI-CHANNEL MARKETING

### *Internet Exposure*

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for broader reach
- Implement targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads through strategic online presence

### *Networking and Agent Outreach*

- Leverage our extensive network of real estate professionals
- Host broker open houses to showcase your property to other agents
- Utilize our database of potential buyers and investors
- Engage in personal outreach to agents with likely buyers

### *Photography, Video Tours, & Virtual Tours*

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase your home's best features
- Crafted for compelling first impressions
- Allows online exploration of every corner of your property



*I'm going the extra mile to get your home sold fast*



## Community Engagement

- Promote your listing at local community events
- Engage with neighborhood associations and groups
- Utilize local connections to spread word-of-mouth about your property



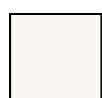
## Professional Signage

- Install eye-catching, professional signage
- Captures attention of passersby and creates strong local presence
- High-quality signs designed to stand out
- Generates immediate interest in your property



## Print Marketing

- Design professional brochures highlighting your home's features
- Distribute flyers in targeted neighborhoods
- Utilize direct mail campaigns to reach potential buyers



## Exclusive Services

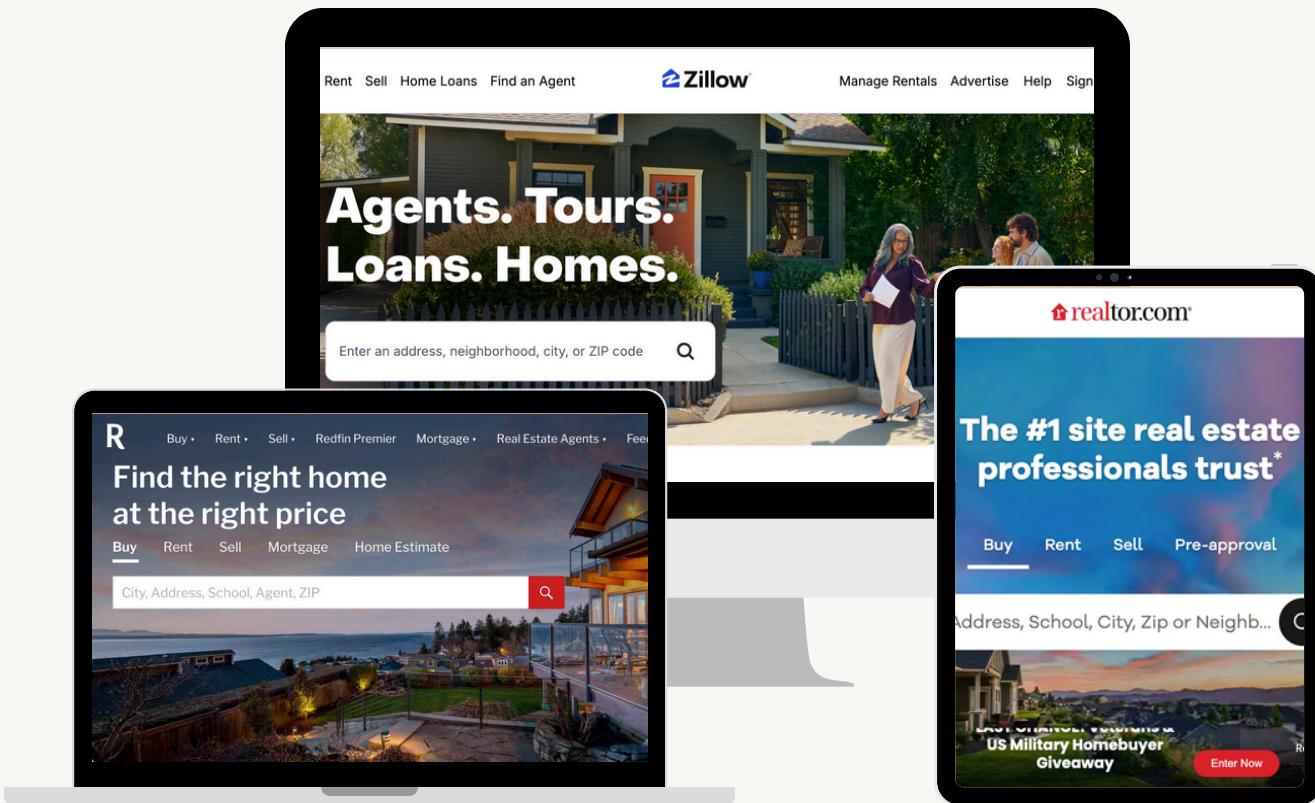
- Provide weekly status updates for consistent communication
- Available for appointments seven days a week
- Offer maximum flexibility and accessibility
- Host numerous weekend Open House events until your home is sold
- Include complimentary home staging consultations
- Ensure your property is showcased at its best and market-ready

*When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.*

# Internet Exposure

MAXIMIZING YOUR HOME'S ONLINE PRESENCE

*According to the National Association of Realtors' most recent data:  
97% of home buyers used the internet in their home search process.*



*To capture this vast online audience, we will list your home on multiple high-traffic real estate websites:*

- Multiple Listing Service (MLS)**
- Zillow**
- Realtor.com**
- Trulia**
- Homes.com**
- Redfin**
- Local Brokerage Sites**
- Custom Property Website**

# Professional Photography

## SHOWCASING YOUR HOME'S BEST FEATURES

*As you can see, professional photography makes a dramatic difference in how your home is perceived online. Professional photos:*

### Why This Matters

- **87% of buyers** find photos very useful in their home search
- Listings with high-quality photography **sell 25% faster and often for more money.**
- Virtual tours can help prequalify buyers, **ensuring only serious prospects** schedule in-person viewings.
- Professional visuals help buyers **connect emotionally** with a property before they ever step foot inside.

### Our Process

1. Staging consultation to ensure your home looks its best
2. Photography session with our expert real estate photographer
3. Video tour filming with professional equipment and editing
4. Creation of 3D virtual tour using state-of-the-art technology
5. Review and approval of all visual content with you before publishing

### Before



### After



*By investing in top-quality visual content, you help your home make a stunning first impression online, attracting more potential buyers and setting the stage for a successful, timely sale.*

# Signage & Print Marketing

## MULTI-CHANNEL MARKETING

### **Professional Signage**

- Standard "For Sale" Signs
- Rider Signs
- Directional Signs

### **Benefits**

- Creates 24/7 visibility for your property
- Generates interest from drive-by traffic
- Provides immediate contact information for interested buyers

### **Print Marketing Materials**

- Property Brochures
- Neighborhood Flyers
- Direct Mail Postcards
- Open House Material

### **Benefits**

- Provides tangible information buyers can take home
- Creates a lasting impression beyond digital interactions
- Reaches potential buyers who may not be actively searching online

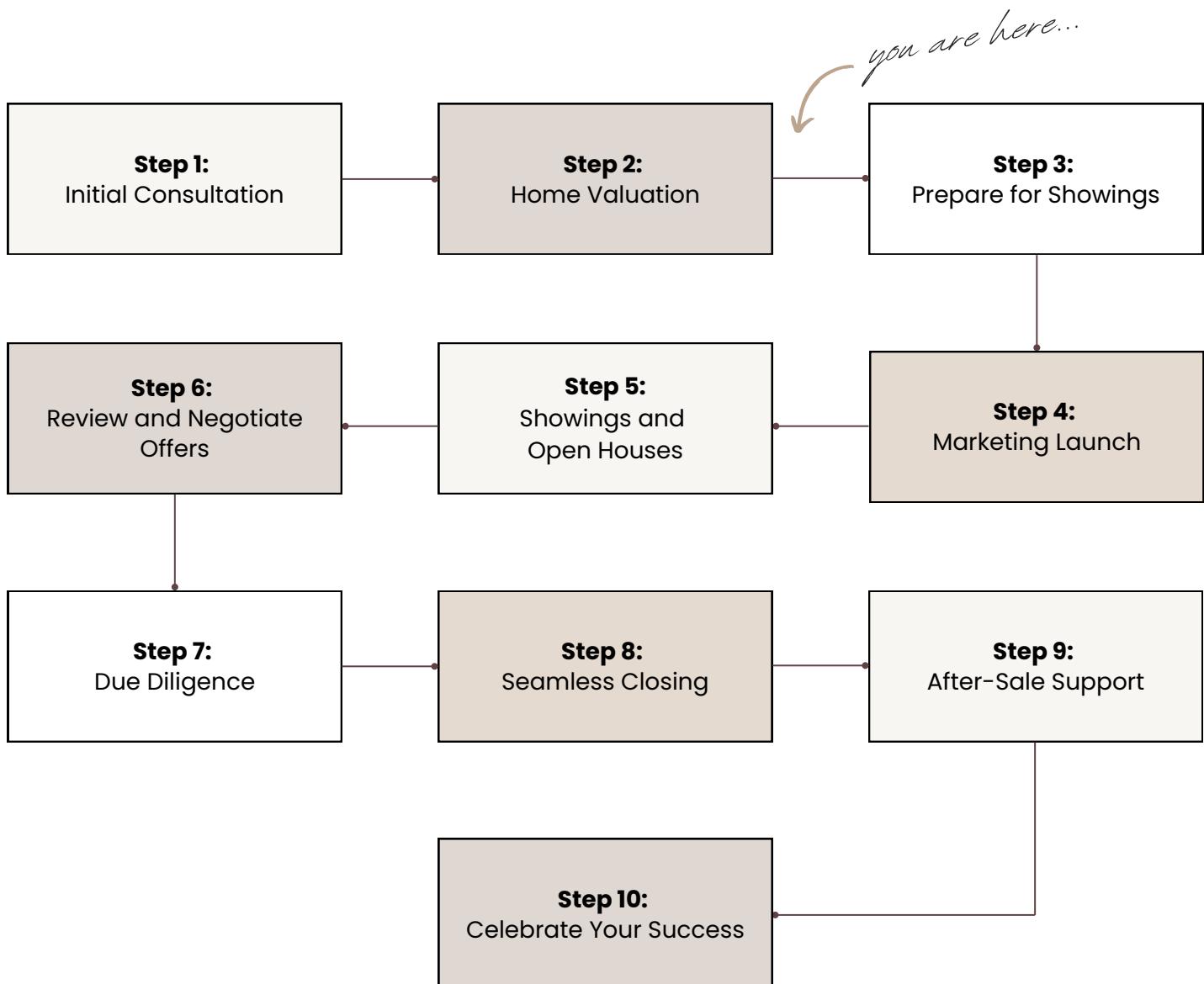
By combining professional signage and high-quality print materials with our robust digital strategy, we ensure your property receives maximum exposure through every available channel.



# Your Simple Guide to Selling Your Home

## MY TRIED AND TRUE HOME SELLING METHOD

My 10-step approach makes home-selling efficient and stress-free, avoiding common challenges. Here's our game plan





# Your Next Steps to Selling Your Home

## WHAT YOU CAN EXPECT TO HAPPEN AFTER THIS MEETING

### Step 3: Prepare for Showings

- You'll get professional photography and staging guidance.
- I'll coordinate top-notch photography to showcase your home.
- You'll receive personalized staging tips to impress buyers.
- Your home will be "show-ready" for maximum appeal.

### Step 4: Viewing and Evaluation

- You'll receive a comprehensive multi-channel marketing strategy for maximum visibility.
- I'll use my network and innovative strategies to attract buyers.
- You'll receive regular updates on listing activity and feedback.
- Your home will stand out in the market.

### Step 6: Review and Negotiate Offers

- You'll get expert guidance on evaluating and negotiating offers.
- I'll advocate for you to secure the best possible terms.
- We'll strategize the optimal negotiation approach together.
- You'll feel confident in the final accepted offer.

### Step 5: Showings and Open Houses

- You'll get a streamlined, discreet showing process.
- I'll handle all showings and open houses professionally.
- You'll receive regular feedback and updates.
- Your daily life will face minimal disruption.



## Step 7: Due Diligence

- You'll receive proactive solutions to address any inspection issues or appraisal challenges, keeping the transaction on track.
- I'll coordinate with inspectors, appraisers, and your buyer's team to promptly resolve concerns.
- I'll handle any roadblocks to ensure a smooth closing.
- I'll keep you informed every step of the way, so you always know the status.

## Step 8: Seamless Closing

- You'll have a stress-free closing experience with all the paperwork and details handled.
- I'll guide you through the closing process, ensuring timely document preparation and a successful transfer of ownership.
- You won't have to worry about any last-minute surprises or complications.
- I'll be there to celebrate with you when the keys are handed over.

## Step 9: After-Sale Support

- I'll continue to assist and provide resources after the transaction, helping with your next steps.
- I'll remain available to answer questions, offer referrals, and ensure your satisfaction long after the sale.
- I'll be your trusted partner for this sale and any future real estate needs.
- I'll support you through this transition and beyond.

## Step 10: Celebrate Your Success

- You'll experience the excitement and satisfaction of a job well done, with special celebratory touches to mark this huge accomplishment.
- I'll give you your closing gift, making your home sale an enjoyable, memorable experience.
- You can take pride in the successful outcome and feel confident about your next chapter.
- I'll make sure we celebrate this accomplishment in style.



# Understanding the NAR Settlement

## HOW IT EFFECTS YOU AS A SELLER



*The key change: sellers are no longer required to offer compensation to buyer's agents as a condition of listing their home on the Multiple Listing Service (MLS).*

HOW DOES THIS AFFECT YOU AS A SELLER?	HOW DOES THIS AFFECT BUYERS?	HOW DO BUYER'S AGENTS GET PAID NOW?
<ul style="list-style-type: none"><li>• You now have more flexibility in deciding whether and how much to offer as compensation to buyer's agents.</li><li>• You're no longer obligated to include a buyer's agent commission in your listing.</li><li>• You may need to consider new strategies for attracting buyers and their agents to your property if you opt to not offer compensation to a buyer's agent.</li></ul>	<ul style="list-style-type: none"><li>• Buyers may now be responsible for paying their agent's commission out of pocket if sellers don't offer compensation.</li><li>• Buyer's agents now must have signed agreements with their clients, clearly outlining their services and compensation.</li><li>• Buyers might become more selective about using an agent or may try to negotiate agent fees.</li></ul>	<ul style="list-style-type: none"><li>• Buyer's agents can still be paid through seller-offered compensation if the seller chooses to offer it.</li><li>• If no seller compensation is offered, buyers may need to pay their agent directly.</li><li>• Some buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.</li></ul>



# Commission & Buyer Concessions

## UNDERSTANDING COMMISSIONS AND CONCESSIONS

*I charge 3% on the list side and I recommend you pay a % in concession to the buyer to put towards their closing costs, which may include paying their agent.*

*In doing so, we can remain competitive and attract ALL of the buyers and their agents to your home*

### Benefits of Offering Buyer Concessions

- Attracts more potential buyers to your property
- Makes your home stand out in a competitive market
- Can speed up the selling process
- Often results in a higher final sale price
- Gives us a powerful marketing tool to promote your listing

Most offers written today are asking for closing cost help for the buyers. You'll most likely end up paying it anyway, and by offering it upfront, you won't get to take advantage of the marketing power that promoting these concessions will give you. Does that make sense?

*By offering these concessions upfront, we're creating a win-win scenario. Buyers get help with their closing costs, making your home more attractive, while you benefit from increased interest and potentially a faster sale at a better price*



# Is it Really Necessary to Offer Commission?

HERE ARE SOME FACTS TO CONSIDER

## *The Pros of Offering Buyer's Agent Commission*

Offering a buyer's agent commission is a strategic move that can significantly impact the success of your home sale. It incentivizes buyer's agents to prioritize your property, leading to increased showings and potentially faster offers. This approach can help your listing stand out in a crowded market, attract serious buyers, and ultimately lead to a quicker sale.

## *The Flip Side of Offering Buyer's Agent Commission*

It's important to consider the additional costs involved. While a commission can enhance visibility and attract more buyers, it adds to your overall selling expenses. Evaluate how this investment aligns with your goals and market conditions to make an informed decision about whether to offer a commission.



are you ready?

#### GETTING YOUR HOME ON THE MARKET

# Your Next Steps...

- Step 1. Sign the Listing Agreement**
  - We'll review and sign the paperwork today
  - This officially starts our partnership
  
- Step 2. Professional Photography**
  - We'll set a date for our photographer to capture your home's best features
  - Typically within the next 3-5 days
  
- Step 3. Prepare for Photos**
  - I'll provide a checklist for staging your home
  - My team can assist with decluttering and arranging if needed
  
- Step 4. Install "For Sale" Sign**
  - I'll place my professional signage on your property
  - This typically happens 1-2 days before going live on the market
  
- Step 5. Set "Go Live" Date**
  - We'll determine the best day to list your home on the market
  - Usually within 7-10 days from today
  
- Step 6. Final Review Meeting**
  - We'll meet to review all marketing materials and strategies
  - This is your opportunity to ask any final questions before going live



YOU DESERVE  
NOTHING BUT THE  
BEST OF THE BEST

My commitment to you is  
clear:

To sell your home for the  
most money possible, in the  
least amount of time, with  
the least amount of hassle.



*Sheree Sutton*

REALTOR®



601-325-1860 cell



228-369-5343 office



[shereesellsthesouth@gmail.com](mailto:shereesellsthesouth@gmail.com)



2130 GOVERNMENT ST  
OCEAN SPRINGS, MS 39564



806 W PINE ST  
HATTIESBURG, MS 39401



# THANK YOU!

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Thank you for considering me to help sell your home.

Your dream sale is within reach, and I'm here to make it a reality. Let's take the first step together towards a seamless, stress-free sale. Let's get started today to begin your tailored home-selling experience, and let's turn that 'For Sale' sign into 'Sold'!

**Sheree Sutton**

REALTOR®

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*follow on*



*let's connect*

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Scan the QR code to stay in the know about local happenings, hot new listings, fun things to do, and so much more.

