

8- STEPS TO
GET YOUR

HOME SOLD



BRIDGET THOMAS
WI & MN REALTOR | RAVEN REALTY



HOW NICE TO

meet you.

I understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of buying and/or selling your home. Every member of your home selling team needs to be committed to ensuring that ALL of your real estate needs are not just met, but exceeded.

I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

I hope this Seller's Guide answers any questions you may have about getting your home on the market and sold fast.

I am here to help with any of your real estate needs, please don't hesitate to reach out!

Bridget

[CONTACT ME](#)



Thank you

FOR TAKING THE TIME TO
REVIEW THIS GUIDE.

I have sent you these materials in advance of our meeting so that you will know a little more about me, my services, and how they will benefit you. At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype.

I am preparing a complete presentation and market analysis for our meeting. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.



B R I D G E T T H O M A S

(920) 980-7356 | bridget@ravenrealtors.com

Why

WORK WITH ME?

HOMES SOLD



**Bridget
Thomas**

LARA
Average

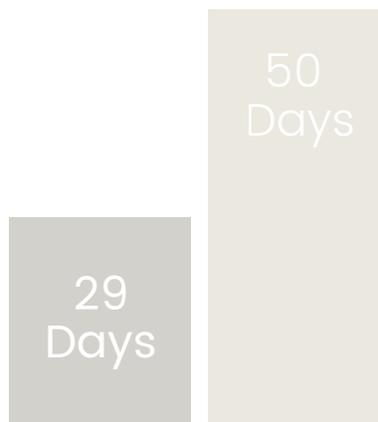
LIST PRICE/ SOLD PRICE



**Bridget
Thomas**

LARA
Average

DAYS ON MARKET



**Bridget
Thomas**

LARA
Average

E A S Y

T A K E T H E R I S K A N D F E A R O U T
O F L I S T I N G Y O U R H O M E .

Because 10% of the homes I sell were previously listed with another agent I often hear stories of consumers who were frustrated with the other agent.

Often the other agent tried to hold their feet to the fire with a listing agreement that can't be canceled or large fees you would have to pay. I wouldn't want to put any of our clients through that experience. If you uphold your end of the agreement, I will over-deliver on mine.

When you are ready to sell your home make sure the Broker you hire offers an Easy Exit Listing Agreement. I will show you right where this is in my listing contracts. Whenever you are ready to talk with me call 920-980-7356 or bridget@ravenrealtors.com.

E X I T

My Promises TO YOU

01 DEDICATED SERVICE

From the day you place your trust in me to sell your property, I pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from the team I put together for your Home.

02 HANDLING HARD CONVERSATIONS

When repairs or changes in price need to be made, I will be your guide through that process. I'll handle negotiating repairs, help scheduling needed repairs, and recommending price adjustments so you don't have to ever wonder "what if?"

03 ON YOUR SIDE

As a seller's agent, I will represent your best interests. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, I will make sure we calculate all benefits, and price accordingly .

04 SUSTAINED COMMUNICATION

We will discuss with you exactly how the process works and what you can expect. I will communicate regularly - in whatever manner you prefer - and you'll know everything that's going on as soon as I know it.

05 PROBLEM SOLVER

I will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. Hopefully making selling your home a fun and stress-free process. I've bought and sold my own homes enough to be empathetic to the journey you're about to be on.



Request Your Custom Home Evaluation

No obligation & Completely Free Home Report Will be emailed to You



MY 8- STEPS TO GET YOUR

HOME SOLD

- 1/ MARKET PREPARATION
- 2/ STAGING
- 3/ PHOTOGRAPHY
- 4/ ONLINE MARKETING BLAST
- 5/ SOCIAL MEDIA
- 6/ OPEN HOUSES
- 7/ PRINT MARKETING
- 8/ ACTIVE PHONE WORK

PREPARING YOUR HOME

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all. **I will create a CUSTOM TO YOU Market Prep Checklist.**

CLEANLINESS

Buyers are easily distracted and tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you. We can discuss options for getting your home in tip-top showing shape. **I have a number of resources and a team ready to help, that I've built and cultivated over the years.**

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too. **We will discuss the pros and cons of a pre-listing home inspection and decide together what path you want to choose.**





The TOP piece of advice is ALWAYS decluttering, followed by making repairs/alterations that will help you gain financially and show the home in its best possible form. Your plan it to move, so get started on that packing now.

Interior

- Wash all windows and mirrors
- Remove all pet-related items and food
- Take personal items off the walls
- All laundry is either put away or hidden
- Take all trash out
- Move all sensitive paperwork and medication to a secure area

Exterior

- Wash all windows and clean screens
- Touch up paint
- Move any extra vehicles from the driveway
- Display seasonal flowers and landscaping
- Weed any flower beds
- Clean the front porch and secure any loose handrails

Upon signing a listing contract, I will provide you with your CUSTOM Market Prep Checklist that includes all of this - and more. We will also discuss the needs for staging for your particular property and market conditions paired with buyer expectations.



STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

Staging may not always mean bringing in a professional stager or renting furniture. Often we repurpose what you already have and position things in a new way. Living in a "staged home" has its challenges, so we will discuss your specific situation to determine what will work best given your season of life.

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

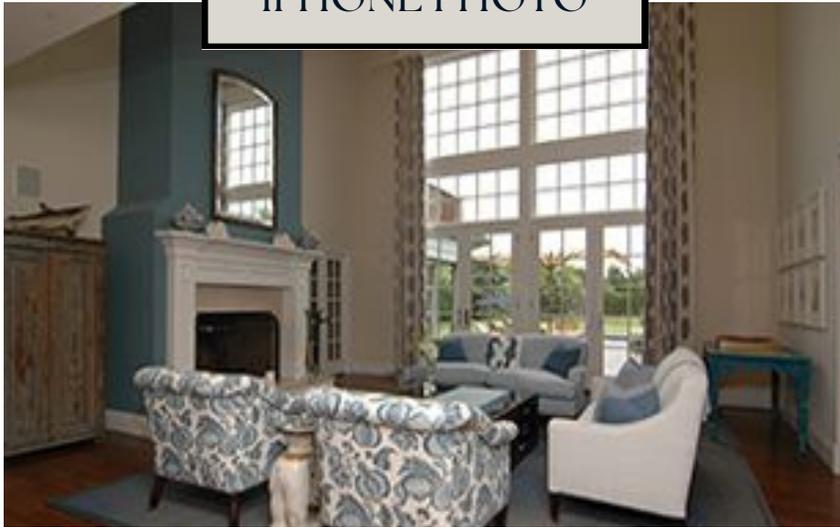
OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROFESSIONAL PHOTOGRAPHY

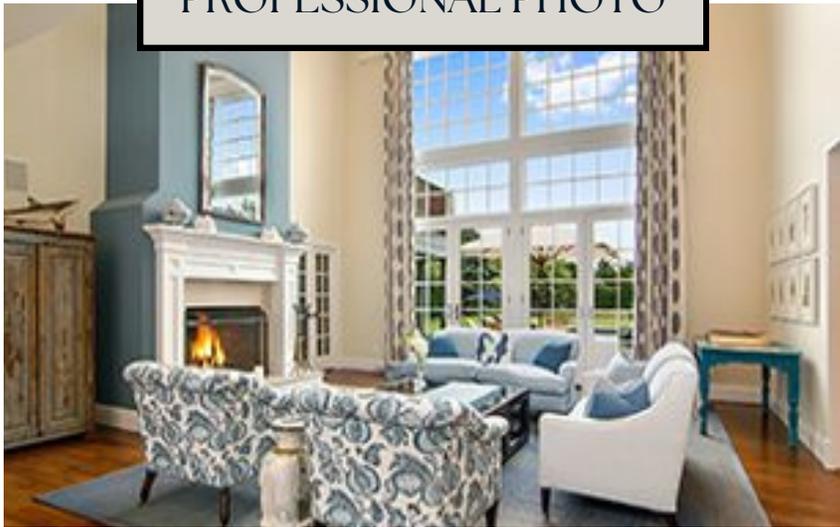
IPHONE PHOTO



Over 95% of home buyers start their search online, so professional photography is imperative to selling a home. **I hire a professional to come to take the best pictures and they are all completely edited** to make sure your home is shown perfectly!

We will also discuss things like DRONE IMAGES, VIRTUAL STAGING, WALKTHROUGH VIDEOS, DUSK EDITING, 360° TOURS, AERIAL EDITING, FLOOR PLANS, ETC.

PROFESSIONAL PHOTO



There is no such thing as a one-size-fits-all for capturing images and telling the story of your home to buyers.

HOMES WITH PROFESSIONAL PHOTOGRAPHY...

RECEIVE AN AVERAGE OF 87% MORE VIEWS THAN THEIR PEERS ACROSS ALL PRICE TIERS.

A HOME WITH ONE PHOTO SPENDS AN AVERAGE 70 DAYS ON THE MARKET, BUT A HOME WITH 20 PHOTOS SPENDS 32 DAYS ON THE MARKET.

HAVE A 47% HIGHER ASKING PRICE PER SQUARE FOOT.

ONLINE MARKETING BLITZ

Realtor.com Enhanced Show Case

Zillow.com - Premium Listing

Luxury Estate Digital

Targeted Online Campaign (Boost)

Targeted Email Campaign (HubSpot)

Multiple Listing Service (MLS)

Google (PPC)

Social Media Marketplaces

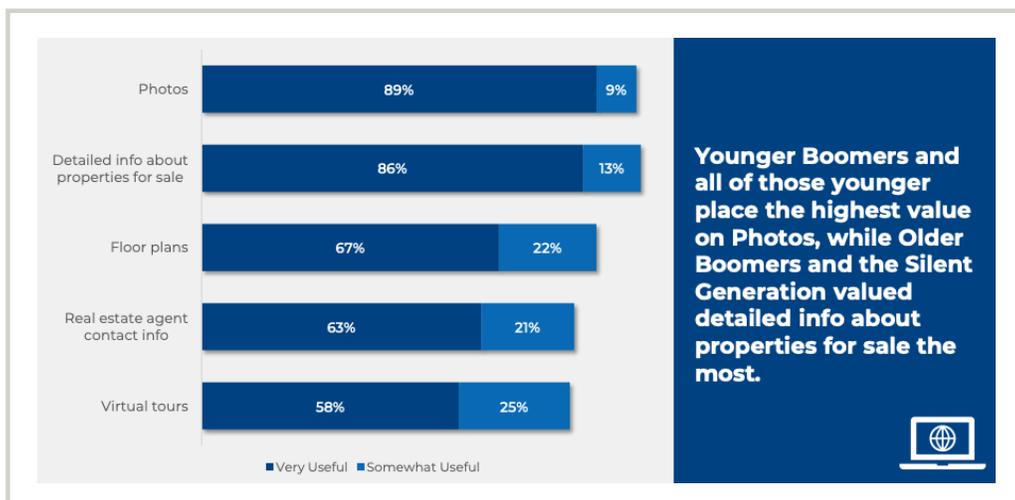
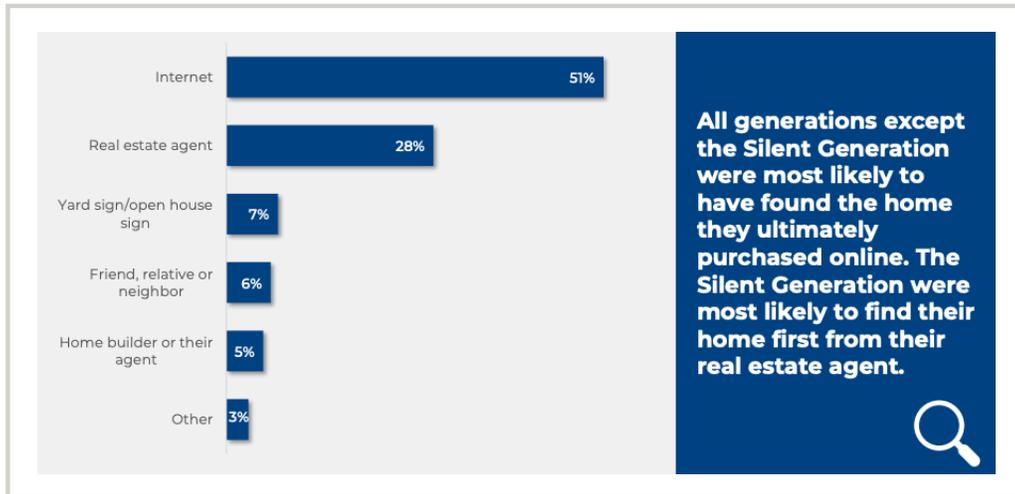
Homefinder

Homes.com

Community-Specific Webpage

Your plan may include any and all of these!

SOCIAL MEDIA



National Association of Realtors Homebuyer Survey 2022

With technology headed to the forefront of the new real estate market and the typical buyer using the internet to search for homes, the internet is a prevalent factor in the home buying process today. But what else is driving today's homebuyers? I believe it is everything they have learned from watching real estate reality-based content on TV and now, even more so, on social media.

I train constantly on the ever changing algorithms of the different social media and search platforms. **With a background in consumer marketing, everything I do is driven by data.**

OPEN HOUSES

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

STEPS I TAKE TO PREPARE

- ✓ Posted on all major websites including Zillow, Trulia, and the local MLS
- ✓ Several signs strategically placed around your neighborhood
- ✓ Postcards/letters mailed to area
- ✓ Posted on our social media accounts
- ✓ Social Media Events with Video Teasers
- ✓ Hosted, Upscale Refreshments
- ✓ Door Knock Neighborhood



PRINT MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are 3 typical marketing pieces I have printed with each listing.

01

Custom
Property
Flyer



02

Custom
Postcard
Campaign



03

Haven Luxury Living
Magazine



FOLLOW UP



According to a study done by MIT:

5 Minutes vs. 30 Minutes:

The odds of successfully contacting a lead drop 100X if the response is delayed from 5-minutes to 30-minutes. This emphasizes the need to respond almost instantly.

5 Minutes vs. 10 Minutes:

Waiting just an extra 5-minutes (from 5 to 10 minutes) causes the odds of contact to decrease by 5X.

Lost Opportunities:

The *slower* an agent is, the more likely the lead is to have already connected with a faster, more responsive competitor. Since the first agent to connect is often the one who wins the business, a delayed response means massive losses in potential commission and sales for their seller.

In short, the meaning is that fast follow-up is not a luxury, but a **necessity for converting online buyer inquiries** into clients, and slow response times are the primary reason many agents fail to grow their business.

I am prepared and prepared to follow up immediately. Weekends, evenings, even from vacation - there is always a response plan.

WHY YOU SHOULD HIRE BRIDGET

1 COMMUNICATION

Communication is the key to positive relationships. To that end, I utilize a multi-faceted communication program which HOLDS ME ACCOUNTABLE to what we tell you I am going to do. I will communicate with you in the way that best works for you. All of my Sellers are able to receive weekly updates on marketing, showing activity and feedback on their property via email.

2 MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. I minimize the chances of this happening to you by using my resources and trusted partners. I will be honest with you about your home's condition, and we will prep together for the best end result.

3 INNOVATIVE AND CREATIVE MARKETING

I am a marketer at heart. I'm consistently sharpening my marketing sword by taking the latest marketing courses and attending seminars that show you soon-to-be-released products. I will have access to tools others don't even know exist.

4 TARGET MARKETING

I have been utilizing target marketing on the internet for over the past 15 years. There is a time and place for all of it. Youtube, Facebook, Instagram, TikTok, Google, etc. all have distinct roles which may apply to your property - or not!

I am happy to answer any questions you may have.

Feel free to reach out anytime.

Bridget Thomas

BRIDGET@RAVENREALTORS.COM

LACROSSEONALASKAREALESTATE.COM

(920) 980-7356



SCAN ME