

THE
ASHTON
REAL ESTATE GROUP
OF RE/MAX ADVANTAGE

SELLERS GUIDE



210 12th Ave S Suite 201, Nashville, TN 37203 | (615) 301-1650
GaryAshton.com | NashvillesMLS.com | NashvilleRealEstate.com

THE
ASHTON
REAL ESTATE GROUP
OF RE/MAX ADVANTAGE

#1

RE/MAX TEAM IN THE
WORLD SINCE 2018!

- In 2024 we helped 1,633 families
- Over \$878m in total home sales
- We sold an average of 5 homes per day

Established Media Presence

Digital Advertising

Top-level Industry Partnerships

Database Search Feature

Local Sports Partnerships

Large Team of 160+ Agents

We Give Back

Guaranteed Offer Program

The Ashton Real Estate Group of RE/MAX Advantage



CONNECTING BUYERS & SELLERS THROUGH

1 STRATEGIC MARKETING

2 PRODUCTIVE ADVERTISING

3 CLIENT-FOCUSED EXPERIENCE

STRATEGIC MARKETING

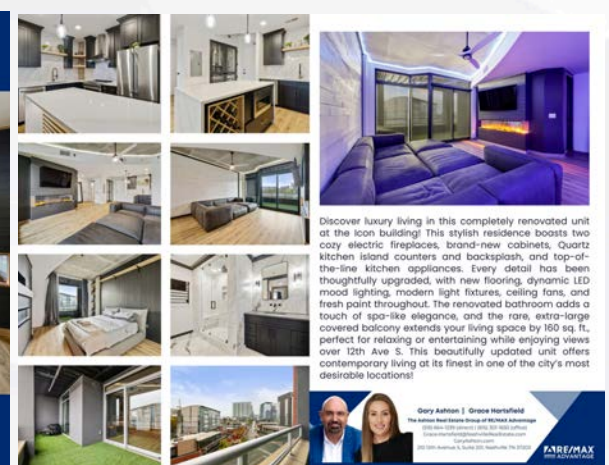
PROFESSIONAL PHOTOGRAPHY



TARGETED E-BLASTS

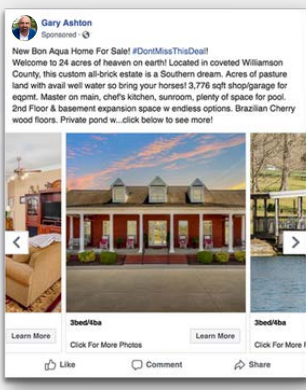
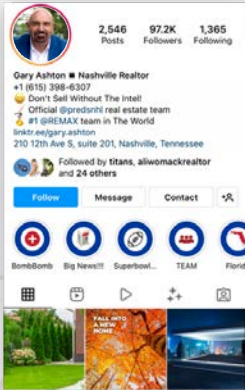
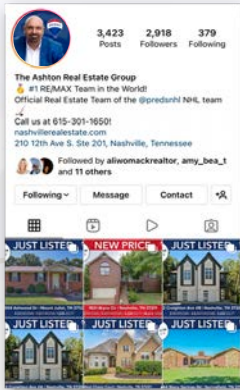


PRINT MATERIALS



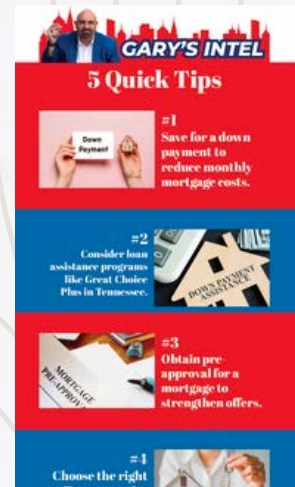
SOCIAL MEDIA & PAY-PER-CLICK

BILLBOARDS



NEWSLETTERS

RADIO & TV



HOUSE OF THE WEEK

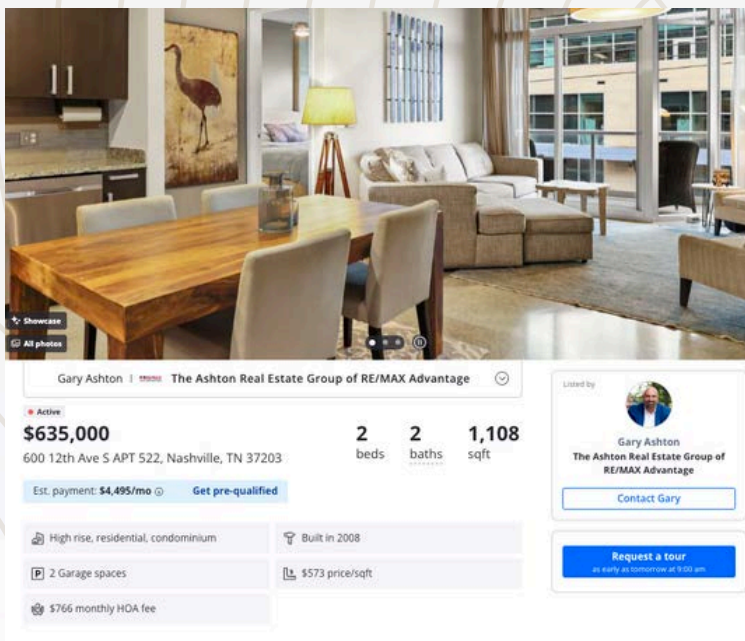
PRINT



PREFERRED PLACEMENT

Having preferred placement on Zillow and Realtor.com gives your listings a powerful competitive edge in today's real estate market. Preferred placement ensures your home appears more prominently, capturing the attention of potential buyers.

ZILLOW SHOWCASE



600 12th Ave S APT 522, Nashville, TN 37203

\$635,000

2 beds 2 baths 1,108 sqft

Est. payment: \$4,495/mo [Get pre-qualified](#)

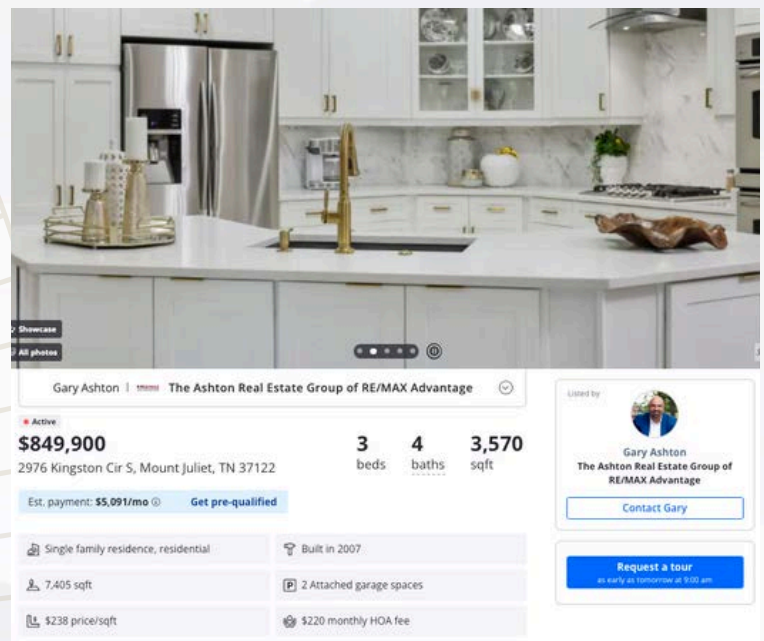
High rise, residential, condominium • Built in 2008

2 Garage spaces • \$573 price/sqft

\$766 monthly HOA fee

Listed by Gary Ashton, The Ashton Real Estate Group of RE/MAX Advantage

[Request a tour](#) as early as tomorrow at 9:00 am



2976 Kingston Cir S, Mount Juliet, TN 37122

\$849,900

3 beds 4 baths 3,570 sqft

Est. payment: \$5,091/mo [Get pre-qualified](#)

Single family residence, residential • Built in 2007

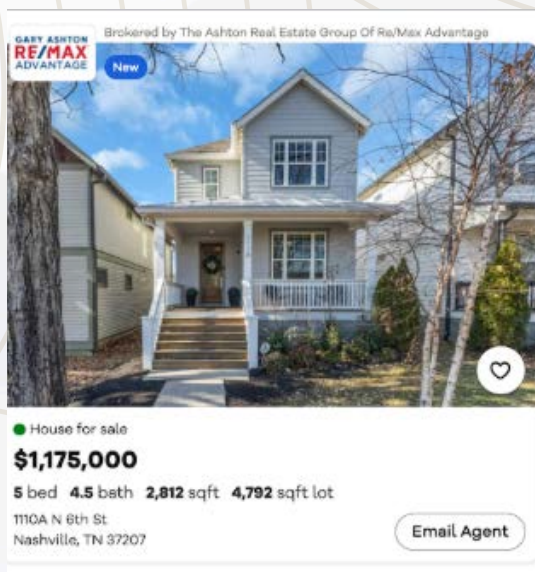
7,405 sqft • 2 Attached garage spaces

\$238 price/sqft • \$220 monthly HOA fee

Listed by Gary Ashton, The Ashton Real Estate Group of RE/MAX Advantage

[Request a tour](#) as early as tomorrow at 9:00 am

REALTOR.COM



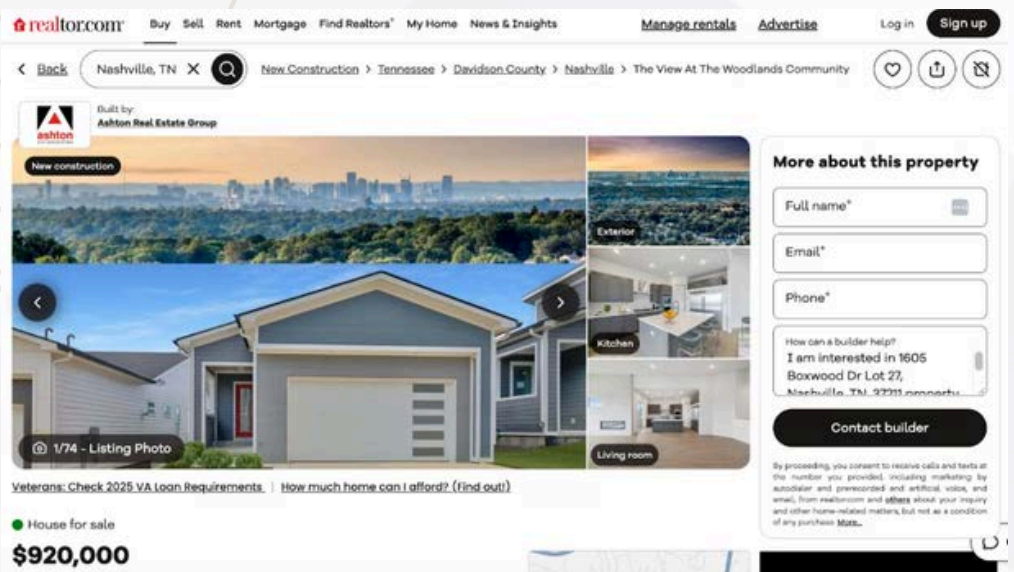
1110A N 8th St, Nashville, TN 37207

\$1,175,000

5 bed 4.5 bath 2,812 sqft 4,792 sqft lot

[Email Agent](#)

Brokered by The Ashton Real Estate Group Of Re/MAX Advantage



Boxwood Dr Lot 27, Nashville, TN 37203

\$920,000

[Contact builder](#)

More about this property

Full name*

Email*

Phone*

How can a builder help? I am interested in 1605 Boxwood Dr Lot 27, Nashville, TN 37203

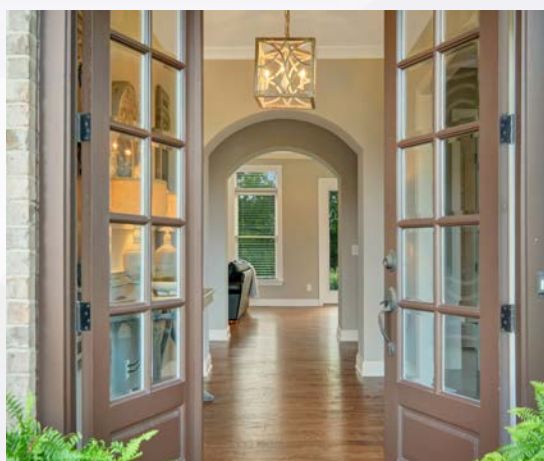
[Contact builder](#)

By proceeding, you consent to receive calls and texts at the number you provided, including marketing by automated and pre-recorded and artificial, voice, and email, from realtors and others about your inquiry and other home-related matters, but not as a condition of any purchase. [More...](#)



PROFESSIONAL PHOTOGRAPHY

Photo quality can significantly impact your selling experience, with 92% of potential buyers beginning their home searches online. As the only visual representation of your home, photo quality must be exceptional - so your property gets the attention it deserves online, which in turn brings buyers to your door.



DRONE VIDEO & PHOTOGRAPHY



- Help your listing stand out from other listings
- Provide a unique perspective
- Show outbuildings, landscape, and other property features
- Capture all of your land in one shot
- Showcase your property's unique location
- Provide a useful perspective for undeveloped land
- Get an overhead bird's-eye view of the property and home, which is ideal for showcasing lake homes, acreage, equestrian properties, golf courses, and other important nearby landmarks.

DID YOU KNOW?

All of our photographers and videographers are drone certified.

MEDIA SERVICES

WHAT WE CAN DO

BEFORE

VIRTUAL STAGING:

Virtual staging allows potential buyers to visualize what their home could look like. Conventional staging is expensive, whereas virtual staging saves both time and money!



GRASS REPAIR AND SKY REPLACEMENT:

Take your exterior landscape photos from drab to fab! If you have dead grass or gloomy skies, enhance your photos to their optimized potential.



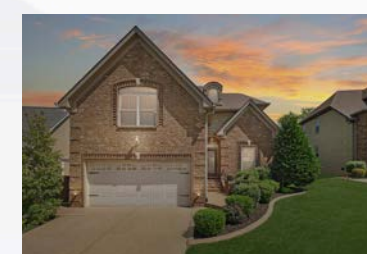
DIGITAL TWILIGHT:

We can turn any daytime into a breathtaking sunset to really make your listing stand out from the rest.



FLOORPLANS

It's important to showcase your home with accurate measurements and a great way to show additions to your home.



360 DEGREE WALKTHROUGH TOUR:

A 24/7 open house interactive experience for the out of state home buyer looking to take a room by room walkthrough.



HIGHLIGHT VIDEO:

We will capture the best features of your home and set it to background music, allowing potential buyers to connect with your home.

PREPARE YOUR HOME FOR LISTING PHOTOS

GENERAL

- Create space by removing all unnecessary pieces of furniture
- Deep clean and declutter
- Remove all children and pet toys
- Remove pet bowls, crates, etc.
- Open curtains and turn lights on
- Replace any burned out lightbulbs
- Hide unattractive views with semi-sheer curtains
- Turn all fans off
- Remove all family photographs
- Remove signs of political or religious preferences
- Remove any newspapers, magazines or mail

BEDROOMS

- Make all beds
- Clear clutter
- Remove all personal items
- Tidy up toys, clothes and valuables
- Create space in closets by removing extra clothing

BATHROOMS

- Replace toilet paper with fresh rolls
- Leave toilet seat down
- Clear all clutter on countertop
- Remove all rugs/bathmats
- Remove soap and shampoo containers
- Remove dirty towels
- Arrange fresh accent towels
- Place a small fresh plant out for decoration

KITCHEN

- Remove small appliances from counters
- Remove all rugs and dishtowels
- Place fresh flowers or a fruit bowl on counter for decoration
- Remove magnets from refrigerator
- Ensure that all visible areas are freshly cleaned
- Store garbage can out of sight
- Replace paper towel with fresh rolls

LIVING ROOM

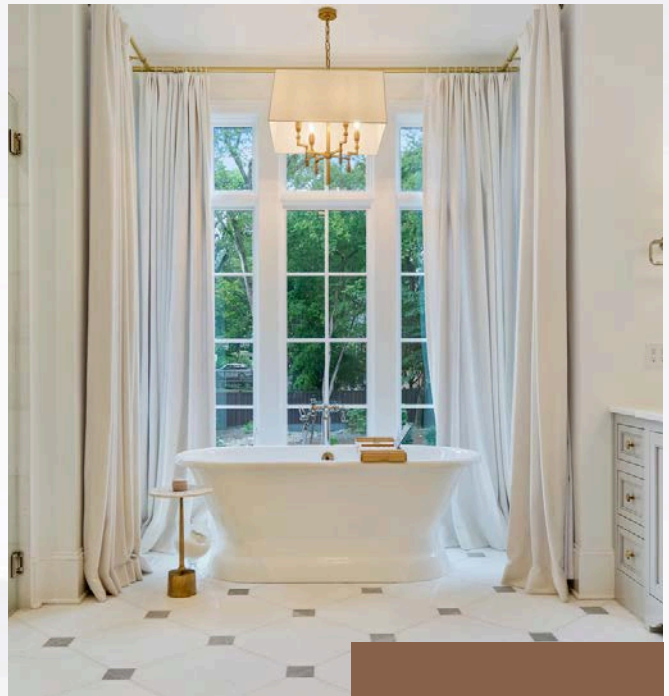
- Turn off TV and hide remotes
- Place pillows and throw blankets neatly in place
- Declutter coffee tables and shelves

DINING ROOM

- Declutter all areas
- Place a simple centerpiece on table
- Ensure that chairs are neatly arranged

EXTERIOR

- Place garbage bins in the garage
- Ensure hoses are coiled neatly
- Uncover and clean grills
- Close garage door
- Ensure landscaping is freshly manicured
- Place a fresh wreath and door mat at entrance to the home



The Ashton Real Estate Group of RE/MAX Advantage



PRE-LIST MARKETING

We can begin marketing your home to prospective buyers as soon as you have signed the listing paperwork! We will be taking some cell phone photos/video of your home in order to start pre-list marketing, which helps us maximize the sales price through increased awareness of your home. The details of your home will be shared with our 170+ agent team - your home could be the ideal property for one of our active buyers!

**LISTING AGREEMENT
SIGNED**

1

Marketing begins as soon as the listing agreement is signed!

**INTERNAL PRE-LIST
MARKETING**

2

Pre-List Marketing allows our team to showcase your home internally before it is officially "on the market", ensuring it reaches 170+ agents and their buyers.

**PUBLIC
MARKETING**

3

Your home hits the MLS, our website and is syndicated to dozens of others sites including Zillow, Realtor.com, Redfin, and Homes.com.

**OFFERS RECEIVED
& ACCEPTED**

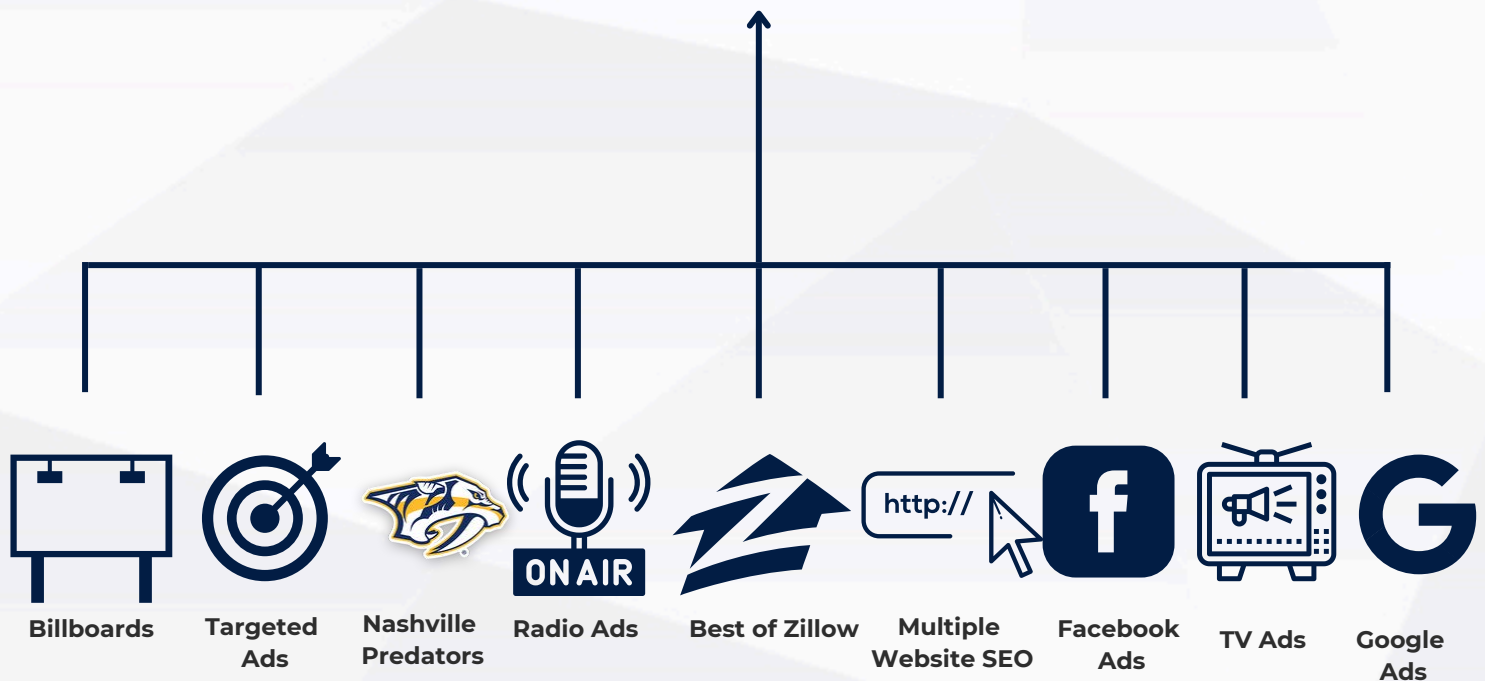
4

Our goal is to match you with the perfect buyer!

PRODUCTIVE **ADVERTISING**

INTERNAL SALES DEPARTMENT

Our team answers and responds to calls immediately



OUR WEBSITES

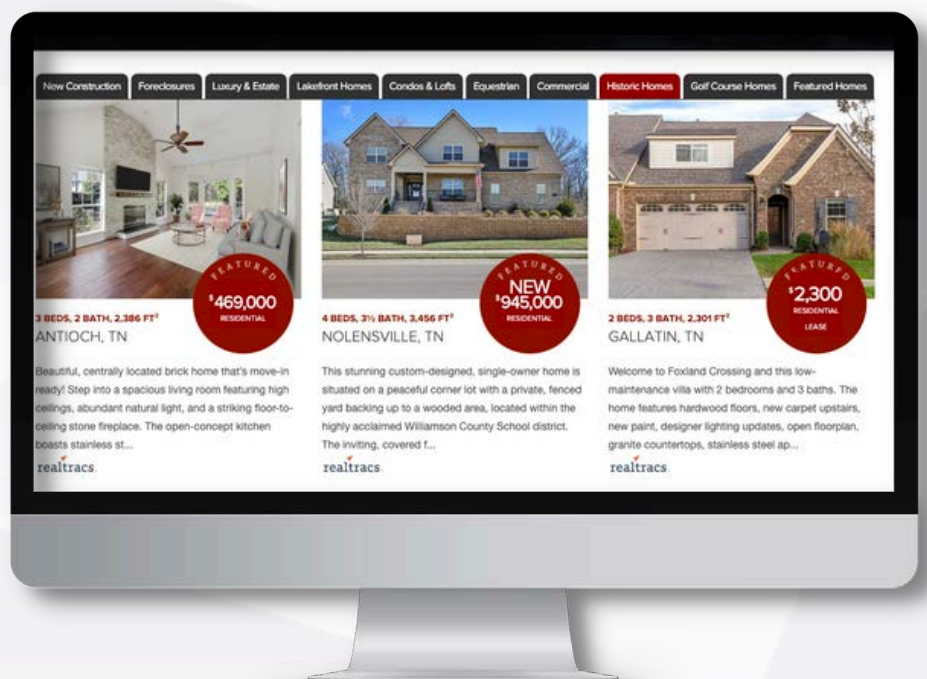
NashvillesMLS.com

NashvilleRealEstate.com

GaryAshton.com

TNRealEstate.com

- Over 4,000 unique website visitors daily
- Over 1.4 million website users in 2024
- Over 37k site registrations in 2024
- Buyer lead database in excess of 400,000+!
- 5.1 million page views in 2024
- 24/7 site monitoring and immediate response time



SEEN BY MILLIONS

Selling your home with us gives you maximum exposure to the largest audience of home buyers

The Ashton Real Estate Group of RE/MAX Advantage

SYNDICATION & EXPOSURE



CLIENT FOCUSED EXPERIENCE

We strive to earn your trust, your personal recommendation, and your future referrals by providing an unparalleled client experience. Using our proven marketing techniques, we are committed to selling your home as quickly as possible for the highest amount of money.

YOUR LISTING PARTNER

- Your Ashton Real Estate Group of RE/MAX Advantage expert
- Dedicated to your successful transaction
- Professionally trained
- Backed by a full support team

YOUR AFFILIATED SALES TEAM

- Lead Coordinators
- Listing Coordinators
- Marketing Team
- Transaction Coordinator



	INDUSTRY AVERAGE	THE ASHTON REAL ESTATE GROUP
	2 Days	Immediate
	24 Hours	5 Minutes or Less



01

LEAD COORDINATORS

- Full-time staff answering all in-bound inquiries every day
- Follow-up on calls and email is immediate and daily securing a buyer for your home faster

03

MARKETING TEAM

- Generates all marketing materials for your property
- Distribution of marketing materials across approved platforms
- Continued exercising of marketing strategies

02

LISTING COORDINATOR

- A secondary point of contact for you
- Coordinates all listing paperwork & preparation
- Scheduling of professional photography

04

TRANSACTION COORDINATORS

- Manages the transaction process
- Coordinates all parties from contract to close
- Ensure all paperwork and amendments are complete to help you close on time

UNDERSTANDING THE REAL ESTATE MARKET



We should receive **1 offer**
for every 13 showings in a
normal market. We should
see **1-2 showings** per week.

LOCATION:
History Determines

CONDITION:
Owner Determines

PRICE:
Market Determines

EXPOSURE:
Realtor Determines



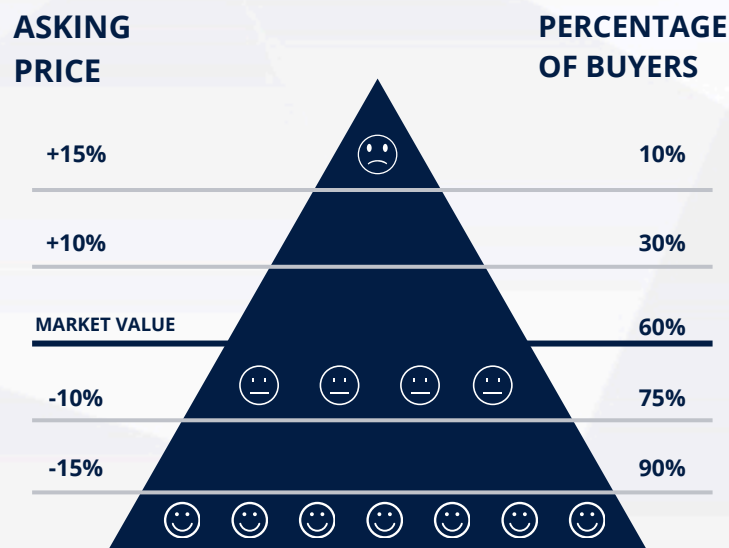
MARKET VALUE VS. LISTING TRAFFIC

Although some aspects of pricing property fluctuate based on contemporary issues for buyers, there are some unwavering truths which are helpful to consider as you price your home:

- *Buyers are attracted to fair market value.*
- *The first two weeks are the most significant for marketing your home.*
- *Market analysis is always accurate, even though it changes.*

Fair market value can be explained as the fair price for the home according to a willing buyer and seller. This is most often impacted by location and condition. Typically the fair market value can be estimated by looking at the listing and purchase price of other similar homes in the same area.

Overpricing is a serious mistake, often perpetuated when a seller thinks their property is special, and lists it for more money. But this prevents many eligible buyers from even looking at it online, because they typically shop by price range and look for the best value for their budget.



SELLER SOLUTIONS



PREP AND SELL
CONCIERGE

**FIX FIRST.
SELL FOR MORE.
PAY LATER.**

Prep and Sell Concierge is a pre-sale home renovation company that can increase the value of your home without the hassle or upfront costs of working with a traditional home improvement company.

We transform your property into a move-in-ready listing that buyers are looking for. You don't pay until you sell your home!

Why Prep and Sell Concierge?

Leave the Closing Table with Significantly More Money.

Homes that are outdated or in need of repair attract low-ball offers and sit on the market for months. Instead of eliminating a huge portion of potential buyers or selling cheap, let Prep and Sell Concierge help. Our renovations are designed to appeal to buyers, increase the sale price, and maximize net proceeds.

Avoid the Stress of a Typical Home Improvement Project.

Prep and Sell Concierge's turnkey renovations are easy and painless for sellers. Your Project Manager will oversee the entire renovation, so you won't need to make design choices or lift a finger--and, of course, you won't pay a dime until closing.

Renovate in Weeks, Not Months.

Tech and data allow Prep and Sell Concierge to prepare estimates quickly, finish projects on time, and provide seamless communication along the way. Plus, Prep and Sell Concierge has curated a portfolio of materials that are high-quality and readily available, allowing us to shrink project timelines and help you get to market quickly.

SELLER SOLUTIONS

RE/MAX ADVANTAGE
ADVANCE

THE BEST WAY TO SELL YOUR HOME

RE/MAX Advantage Advance provides you a line of credit to get your home market-ready. From staging to repairs and upgrades, RE/Max Advantage Advance can help unlock your home's potential to achieve an optimal sale outcome, with nothing due until closing.

- **Unsecured (no lien)** personal line of credit up to \$50,000
- **No impact to credit score** when applying
- **Freedom to use** any contractor or home vendor
- **Low interest** that only accrues on what is used
- **Nothing due** until closing

Apply in 90 Seconds →



DESIGNED TO TAKE THE STRESS OUT OF SELLING A HOME

The Ashton Real Estate Group of RE/MAX Advantage



SELLER SOLUTIONS

Guaranteed Cash Offer

Our brokerage has a working relationship with multiple investors who make guaranteed offers on homes, giving sellers the peace of mind during the sales process.

- Cash offer
- No inspections after the initial assessment
- No Showings
- You get to choose your own closing date



SELLER SOLUTIONS

Buy First. Sell Later.

THE FREEDOM TO BUY BEFORE YOU SELL

Get the money you need for offers that compete with cash - so you can buy before you sell. Without having to qualify for two mortgages. Trying to coordinate buying and selling a home at the same time is overwhelming and stressful. You can have the freedom to buy your new home first and gain valuable time to sell your current home at the best price.

- Allows you to make a non-contingent offer on your new home
- Avoid dealing with showings
- Avoid home inspections
- Get up to \$25K in Home Prep so you can list for top dollar
- Avoiding Contingent Sale offers on a new property
- Ability to find your new home prior to selling your current home



SELLER SOLUTIONS

Auction: A Selling Alternative

Provides real estate agents, buyers, and sellers with an open bidding marketplace and the support to successfully buy and sell real estate at the true market price. Transparent, open, and equitable for all.

With our in-house auction group, auctioning your property is a convenient way to reduce showings and receive a competitive offer on your home. The process is less complicated than you may think!

- Property is being sold AS-IS
- Not contingent upon inspections or financing
- No showings other than just prior to the auction
- Ability to set a reserve price
- Auctions tend to attract serious buyers
- Know the exact date you sell your home
- No commissions are paid by the seller
- Open bidding marketplace
- Pre-defined seller terms
- Transparent buying and selling
- Pre-defined timelines

More info at www.AdvantageAuction.com

EXPERT INDUSTRY PARTNERSHIPS



Our dedicated list of vendors is curated to offer you the highest quality of service and reliability, making your home ownership experience seamless and stress-free.

- **Priority Access:** Enjoy preferential scheduling with top-tier service providers.
- **Exclusive Pricing:** Benefit from our negotiated rates
- **Personalized Home Management:** Access a private portal tailored to your home.
- **Home Value Tracking:** Monitor your home's value and receive real insights.
- **Service and Repair Coordination:** Easily request assistance from local professionals directly through the platform, streamlining the process of hiring trusted providers.
- **Improvement Recommendations:** Identify projects that can enhance your home's value and connect with professionals.

SCAN TO SEE OUR FULL



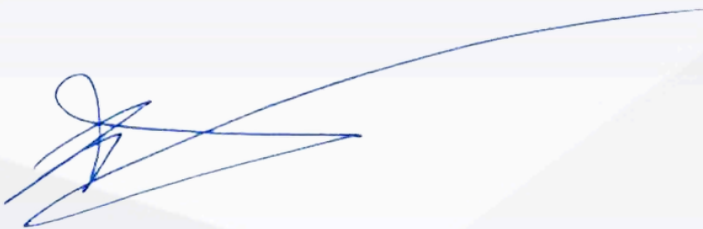
LIST OF VENDOR PARTNERS

thank
you

Hello!

Thank you so much for taking the time to meet with one of our listing experts. We are committed to making this process as seamless as possible for you and your family. Thank you for trusting our team to sell your home. We will use our intel and expertise to get your home sold as quickly as possible.

Thanks for selling with the intel!

A handwritten signature in blue ink, appearing to be 'Gary Ashton', with a long, sweeping horizontal line extending to the right.

Gary Ashton

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