



**kw** ADVANTAGE  
REALTY  
KELLERWILLIAMS

YOUR GUIDE TO  
*sold*

**kw** ADVANTAGE  
REALTY  
KELLERWILLIAMS

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# Seller's *guide*



Our job is to minimize the pain points, prepare you, educate you, and protect you along the way. We will develop a strategic plan and back it up with strong negotiation skills, unparalleled services, great interpersonal relationships within the industry, and local market expertise.

Expect us to walk you through decisions, provide constant communication and feedback, some goofy antics, and an unwavering dedication to help you through the home sales process!



# HOME SELLER'S *roadmap*

1

## FIND AGENT

Find a great agent that you're comfortable working with

2

## PRICING

Work with your realtor to price your home competitively

3

## STAGING

Prepare your home for showings

6

## LISTING

Your home is live and viewable by potential buyers

5

## SHOWINGS

Be as flexible as possible to get the most potential buyers viewing your home

4

## MARKETING

Your realtor will ensure that your home is marketed across multiple platforms

7

## OFFERS

Your realtor will help you consider all offers presented and negotiate fairly

8

## UNDER CONTRACT

The contract becomes binding after you and the buyer agree on the contract terms

9

## FINAL DETAILS

Start packing and be prepared for inspections, repairs, etc.

10

## CLOSING

Attend the closing meeting, transfer keys and celebrate!



# ESTABLISH A *price*

## PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. If you list too high, you will either have to move greatly on the price or it can take much longer to get any offers.

Your real estate agent is an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

## WHAT DETERMINES THE PRICE?

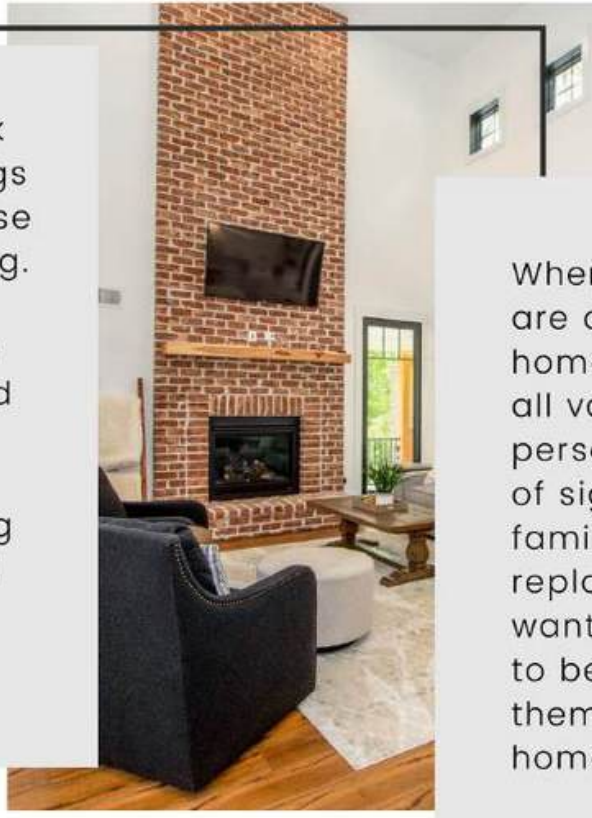
Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other properties that have sold recently in the area. This will help you see what homes of comparable size and condition to yours are going for in the current market.



# PREPARE YOUR *home*

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

## Photo + Showing Checklist

- ☐ Make all beds
- ☐ Put all clutter in a laundry basket, then take with you in the car
- ☐ Empty all garbage cans and take out trash
- ☐ Wipe down all countertops and put all dishes in dishwasher
- ☐ Put out your nice (white) towels
- ☐ Pick up all toys and personal items
- ☐ Turn on all lights (interior + exterior)
- ☐ Wipe down major appliances
- ☐ Wipe down all glass and mirrored surfaces





# MARKETING YOUR *home*



We will determine the marketing methods best suited to your home. We provide access to some of the most powerful marketing tools in the industry to showcase your property in its best light. Each home will have professional photography and exclusive marketing pieces. With great experience in marketing and design, we create a product unique to each individual seller.

Once your home is ready to sell, our goal is to get it in front of as many buyers as possible. The best-marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers. Our innovative tools include:



Professional  
Photography



Drone  
Imagery



Virtual  
Tours



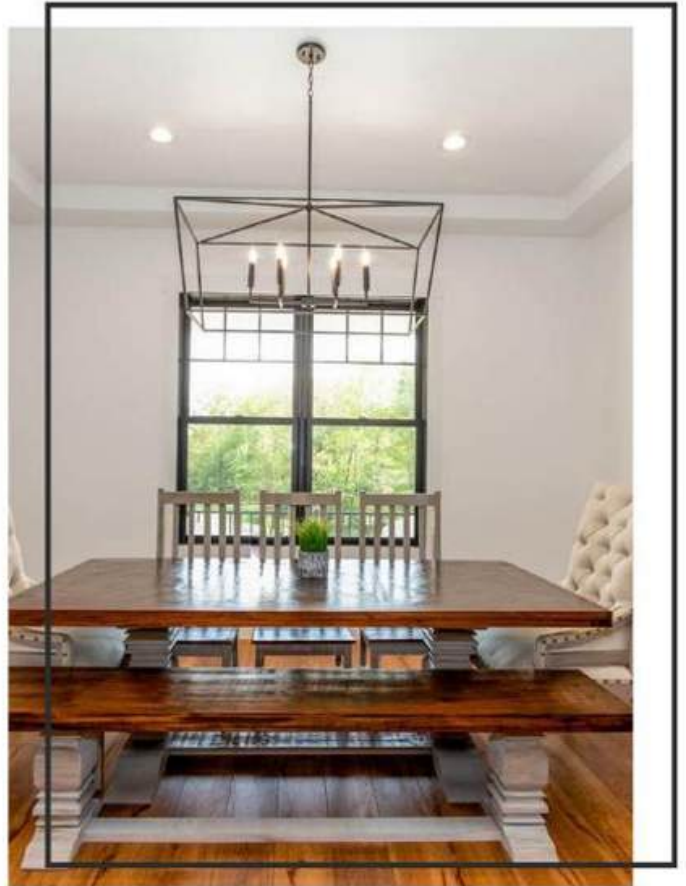
National & Targeted  
Exposure

# MARKETING *examples*

## SMART, TARGETED NETWORKING

From dynamic flyers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As active members in the real estate community and our community at large, we will market your listing to top agents in the area, generating excitement and ensuring maximum exposure



## SOCIAL MEDIA POST EXAMPLES:



Christian Lezzer, Realtor



**Closed**

125 Two Mile Road  
Howard, PA 16841





Christian Lezzer, Realtor



**Under Contract**

1200 Crooked Island Road  
DuBois, PA 15801





# kw LEADING THE *industry*

When you work with us, you work with trained agents that have the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with us and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

**WIN-WIN**  
or no deal  
**INTEGRITY**  
do the right thing  
**CUSTOMERS**  
always come first  
**COMMITMENT**  
in all things  
**COMMUNICATION**  
seek first to understand  
**CREATIVITY**  
ideas before results  
**TEAMWORK**  
together everyone achieves  
more  
**TRUST**  
starts with honesty  
**EQUITY**  
opportunities for all  
**SUCCESS**  
results through people



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Keller Williams Advantage Realty offers competitive commission splits, superior marketing services, expert level negotiating and extensive market knowledge.

We guarantee fast response times, excellent agent to client communication and utilize the most up-to-date real estate technology available.

*We are realtors you can trust,  
we are your hometown realtors!*





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