

FSBO

Back Up Plan

What We Do to Sell Your Home



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Table of Contents

Agent Bio - Diana Green	1
Agent Bio - Jay Green	2
Who Are We?	3
Step 1: Market Analysis	4
Step 2: Your Pricing strategy	5
Step 3: Net Sheet	6
Step 4: Repairs, Paint, & Yardwork	6
Step 5: Clean Up & Pictures	7
Step 6: Property Disclosures	8
Step 7: Multiple List Service	9
Step 8: Sign, Flyers, & Lockboxes	10
Step 9: Open Houses	10
Step 10: Door Knocking, Phone Calls, & Mail	11
Step 11: Weekly Reports & Price Adjustments	12
Step 12: Offers & Negotiation	12
Step 13: Closing	13
Step 14: Your New Home or Investment Property	13
What Our Clients Say	14



DIANA GREEN - Realtor®

Originally

hailing from Baltimore, Maryland, Diana Green has 25+ years of experience as a high school mathematics educator. She finds great joy in helping others. Diana moved to Delaware in 2006, and has been enjoying the local scene ever since (though she still favors the Ravens over the Eagles)!

Going through the process of selling her home in Newark and purchasing a new construction home in 2021 inspired Diana to renew her dream of selling real estate. That experience also introduced her to the **Veterans Choice Team** at **Myers Realty**, where she now works hard to help her clients realize their own dreams of owning a new home. Diana treats her clients like family, and strives to always exceed expectations.

Diana has three children and four grandchildren. She lives with her wonderful husband, Jay, in Dover. Diana loves photography, travel, riding her Harley®, and spending time with her family. She has a special affinity for nature – whether it is hiking at Killens Pond or soaking in the sunshine at Cape Henlopen, Diana is happiest when she is enjoying the great outdoors!

JAY GREEN-Listing Specialist



Jay Green is half of the **Diana Green Homes** dynamic duo. Working with Diana, Jay is dedicated to helping clients sell homes. He believes in doing the right thing, placing clients' needs before his own interests, and making sure customers are happy because in the end that is what matters most. Both Jay and Diana are valued members of the **Veterans Choice Team** of agents at **Myers Realty** in Dover, Delaware, where they believe in "service before self."

Jay grew up in Massachusetts, Connecticut, and Maine. He graduated with a Bachelor of Science from the Rochester Institute of Technology in upstate New York. He has worked in the printing industry for over 40 years and knows more about ink and paper than any one human should. Now he is using his strategic project planning skills and estimating experience to help our clients through the home selling process.

Jay spends a lot of time visiting and caring for his 81-year-old mother. When he is not attending to his mother, wife, or work he sometimes gets to enjoy riding his Harley® through the backroads of Kent County, Delaware.

Who Are We?



DIANA GREEN HOMES

"SERVICE BEFORE SELF"

Diana became a Realtor® in 2022, focusing primarily on helping first-time buyers realize their dream of becoming home owners. When her husband, Jay, joined her as a real estate agent in 2024 they established the partnership Diana Green Homes. Jay's focus on selling homes complements Diana's love of supporting buyers making a well-rounded team!



VETERANS CHOICE TEAM

"FROM SERVING WITH YOU TO SERVING FOR YOU"

Adam D'Alessandro is a veteran of the U.S. Air Force. He decided to sell real estate in an effort to help his fellow service members navigate VA home loans and off-base housing. Adam is listed in the top 5% of real estate agents in Delaware. As his personal business grew, he built a team of nearly a dozen agents who all have a background in public service -- whether it is military, educators, or first responders.

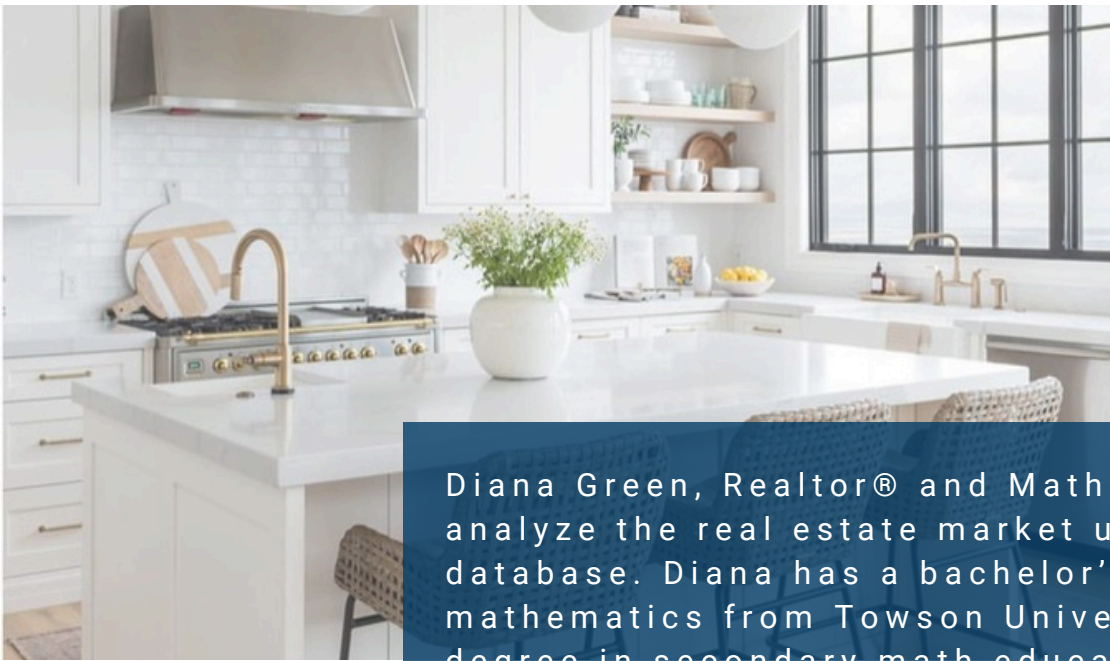


MYERS REALTY

G.R. Myers has been selling real estate in Delaware for nearly two decades. From his humble beginnings as a special education teacher at Dover High School he has established himself as an entrepreneur to be reckoned with. G.R. runs a firm in Dover that commands an impressive market share for an independent brokerage competing against some of the biggest names in the industry.

STEP 1

Market Analysis



Diana Green, Realtor® and Math Wizard, will analyze the real estate market using BrightMLS database. Diana has a bachelor's degree in mathematics from Towson University, a master's degree in secondary math education from Western Governors University, and exclusive Realtor® access to BrightMLS Database.

Diana will research homes like yours in size, style, and features. She will gather data of homes currently for sale, recently sold, and failed to sell. She will also look at the average time it took to sell. Diana will then prepare a personalized data summary for you that shows:

- What prices **failed to sell** (price too high).
- What prices **succeeded to sell** (price successful in the past).
- What prices and homes are you **competing against now**.



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STEP 2

Your Pricing Strategy

Diana and Jay will present this summary to you in person and help you decide on a pricing strategy that matches your goals. Do you need to sell quickly even if it means not making as much money? Do you need to max out every penny you can? How long can you wait for the right buyer to come along?

It is important to choose the right price to start at that is not too high and not too low. Too low and you will attract a lot of buyers quickly but will make less money on the sale. Too high and less buyers will look at your house and will sit on the market for awhile. The longer your house sits on the market the less attractive it becomes. Buyers start to think something is wrong with your house. The buyers that show interest tend to think you are desperate and will accept lower offers.



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STEP 3

Net Sheet

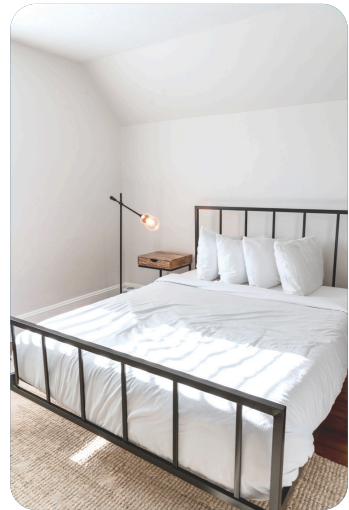


Diana and Jay will present net sheets to you using 3 prices: high, medium, and low. Our net sheets will estimate your costs and net income after closing. This will give you an estimate for how much money you will take to the bank after closing.

STEP 4

Repairs, Paint, & Yardwork

Diana and Jay will tour your home and discuss what work you want to do prior to marketing your home. Some repairs are worth the time and money, and some are not. Fresh neutral paint always looks attractive, but buyers frequently change the paint color when they move in. We help you decide what tasks are worth the time and money to do before taking pictures. Unlike other agents, we can roll up our sleeves and pitch in with some of these chores.



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STEP 5

Clean Up & Pictures

You need photos of a house that looks neat, clean and well maintained inside and out. We need to showcase images of all selling features of your house. Great pictures of a clean well maintained house attract buyers. Bad pictures DO NOT!

We will work with you to neaten your home and take pictures that show your home in its best possible condition. We will publish your pictures in the BrightMLS database and they will be syndicated to leading real estate websites such as Zillow, Trulia, and Reator.com.

Your house must be as clean and free of clutter as possible for taking pictures. Ideally it will remain that way while buyers are touring your home and considering it for themselves.



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STEP 6

Property Disclosures

The property owner must fill out the property disclosure. This is a legally required document that discloses everything that is wrong with your property, or was wrong but remedied. Filling this out as thoroughly as possible builds trust with your buyer and protects you from legal disputes after the sale. Do not hide anything or keep anything secret that would land you or your agents in a legal dispute. If in doubt, disclose it. Lead paint and radon disclosures will also be included.



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Multiple List Service

MLS

Diana will gather the needed information and write an original advertisement that will be published on the exclusive Realtor® accessible BrightMLS database. This is the database of all homes listed for sale with Delaware Realtors®. Your listing includes pictures, property data, property disclosures, and advertisement copy that will be syndicated to leading real estate websites such as Zillow, Realtor.com, and Trulia. It will also include information about open houses and scheduling private showings.

Your MLS listing is the single most powerful method to market your home. It presents your property to both buyers and real estate agents.

First, the listing will be syndicated to leading websites that online buyers can view. Most real estate websites such as Realtor.com only show houses listed by agents in the MLS. Buyers who do not have an agent can only tour your home during scheduled open houses.

Second and more importantly, the listing will be available to real estate agents! Most “qualified” buyers are working with a professional agent. These buyers rely on their agent to find houses that meet their criteria. Most agents attempt to prequalify buyers. Qualified buyers have the financial means to make an offer and are serious about buying. Those agents primarily use the MLS database to find houses for buyers. Let me repeat that: agents primarily and sometimes exclusively use the MLS to find clients potential homes. Buyers’ agents then schedule “showings”. Showings are private tours where buyers accompanied by their agent tour your home. These private showings to prequalified buyers will be the best opportunity to sell your house. The more showings the better!



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STEP 8

Sign, Flyers, & Lockbox



Sign – we will prominently display a for sale yard sign with our contact information in front of your home.

Flyers – we will design custom flyers with information about your property.

Lockbox – we will place a lockbox on your property that will grant access to real estate agents and their clients for scheduled and approved private showing appointments.

STEP 9

Open Houses

We will schedule open houses as deemed appropriate. These are times where one of us, or a team mate, will remain at your home for 2-3 hours so people can tour the property without an appointment; usually on weekend mornings and/or afternoons. Visitors will include nosy neighbors, buyers with agents, and buyers without agents. We will make every attempt to record the names of all visitors. It is important you keep valuables and medications safely stored during open houses as we will not be held responsible for missing items. We will provide copies of flyers, listing and property disclosures, and some light refreshments. Open houses are optional.



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STEP 10

Door Knocking, Phone Calls, & Mail

Sometimes neighbors can find buyers. Neighbors who like the neighborhood sometimes recruit friends and family members. They get excited when a nearby home is available.

If you provide neighborhood contacts, Jay can call, text, or e-mail to make sure they know your house is for sale. We can also let them know when we are having an open house that could impact traffic and/or parking. This creates more buzz for open houses.

If you live in a densely populated neighborhood that allows solicitation and we have good weather, Jay & Diana can visit neighbors to let them know about the available home. This gives them the opportunity to pick their neighbor, maybe a close friend, parent, or adult child. Door knocking prior to an open house can create buzz and handing out flyers can generate interest. Door knocking takes time and can be dangerous, so it is left to our discretion whether we do it or not.

If the budget allows, we may also hand out printed flyers and mail postcards, but this is not something we usually do nor is it necessary.



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STEP 11

Weekly Reports & Price Adjustments

We will stay in communication with you at minimum on a weekly basis. We will let you know what progress we are making and address any issues. We will discuss and review our pricing strategy on a regular basis and discuss price adjustments as needed.



STEP 12

Offers & Negotiation

We will present all offers to you and provide guidance in accepting, rejecting, and counter offering. We will negotiate on your behalf and present your counter offers to the buyer/agent.



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STEP 13

Closing

We will ensure a smooth closing with no surprises to the best of our ability.



STEP 14

Your New Home or Investment Property

We are eager to help you find your next home or investment property in Delaware as your buyer's agent. We are also happy to refer you to a colleague if that agent is a better fit for the area you are looking to buy in. If you are moving out of state, we will research, find, and refer you to an agent we feel can best help you. Let's get a jump on finding your next home or investment property!



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What our Clients Say...

GRACE



Diana Green was such a pleasure to work with! She was right by my side at every step of the home buying process. She made herself available to me with any questions or concerns I had regarding homeownership as this was my first time purchasing a home. Her knowledge and expertise made the process very smooth and easy to understand for me. I would highly recommend her as an expert realtor to use in the future.

BRYCE



Diana was awesome, we were living out of state and she did a FaceTime walkthrough of a couple houses we were interested in, which really eased our minds, and she was able to work with our schedule very well which helped us a ton! Would definitely recommend going through Diana for any of your housing needs in the Dover greater area!

MICHELLE



Diana is a superb realtor. I was looking to relocate from another state. We looked at multiple properties but unfortunately I had to stay in my current state for the time being. When I am ready again to make the move, I will definitely be reaching out to Diana again. Her knowledge of the different areas I was looking in is amazing. She's very open to any questions and has been extremely helpful during this process. I highly recommend for anyone's real estate needs.



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