

# Seller Guide

Prepared For  
Sell Strong: Navigating Buyers, Sellers & Balanced

Dear Homeowner, Selling a home is more than a financial transaction—it's a personal milestone. Whether you're moving on, moving up, or starting fresh, this moment deserves thoughtful strategy, clear communication, and expert guidance every step of the way. I don't believe in one-size-fits-all approaches. I take the time to understand your goals, timeline, and the unique story your property tells. With a background in real estate, home renovation, and property investment, I offer a full-spectrum approach that includes strategic pricing, staging insight, and high-impact marketing that gets your home noticed—and sold for the best possible return. In every type of market—buyers, sellers, or balanced—I bring more than just experience. I bring commitment. My network of trusted professionals, sharp negotiation skills, and deep understanding of what makes homes sell allow me to position your property in a way that speaks to the right

# Working With a Listing Agent

A brief overview of how working with a licensed real estate professional can benefit you, the Seller.

## Before the Listing Appointment

- ▶ Preview marketing tools.
- ▶ Discuss your goals, timelines, property issues, and preferences.
- ▶ Research comparable properties currently on the market and recently sold, market data, and legal details.
- ▶ Develop a Marketing Action Plan.
- ▶ Prepare listing documents for easy review.





# Working With a Listing Agent

How working with a licensed real estate professional can benefit you, the Seller.

## At the Listing Appointment

- ▶ Present market conditions, credentials, and a Comparative Market Analysis (CMA).
- ▶ Explain marketing strategy, agency relationships, buyer processes, and listing documents.
- ▶ Gather property details, review upgrades, verify key statistics, and discuss home staging.



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## Administrative Tasks

- ▶ Enter listing into MLS and transaction software.
- ▶ Launch pre-marketing (postcards, social media, etc.).
- ▶ Communicate regularly about showings, market changes, and updates.





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## Negotiations

- ▶ Review offers, verify buyer qualifications, and handle negotiations.
- ▶ Manage counteroffers and communicate updates.



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## Accepted Offer to Close

- ▶ Update MLS status and track deadlines.
- ▶ Handle contingencies, review title work, and coordinate the final walkthrough.
- ▶ Facilitate a smooth closing and celebrate!





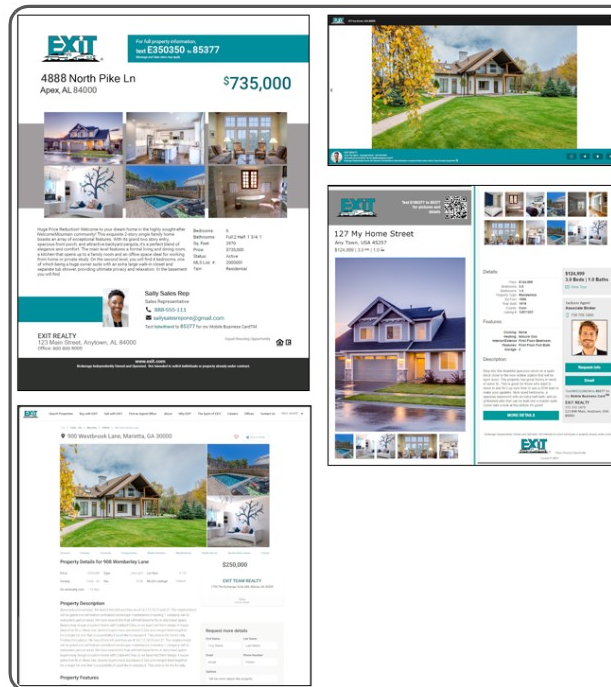
# About Me

I have an aggressive, multi-faceted marketing plan for selling your home. I possess superior tools necessary to market your property both in print and digital media to a wide pool of buyers. I will maintain regular communication with you every step of the way, in whatever manner you prefer. Our full-service brokerage coupled with our technology tools enable us to assist you in person or virtually. Our experience will guide you through the selling process from pricing your home to expertly negotiating offers to closing and beyond.



# The Expert Marketing Suite


This platform's marketing tools provide your property's exposure through virtual tours, property flyers, custom listing websites, and more. Text LISTWITHEXIT to 85377 for a demonstration of how EXIT's Expert Marketing Suite can put your property front and center.





# Property Flyers


The beautiful property flyer is perfect for open houses or to display in your home for potential buyers. It contains a custom text code for your property so potential buyers can view property details on-demand on their mobile device at any time.



For full property information,  
text **E350350** to **85377**  
Message and data rates may apply


4888 North Pike Ln  
Apex, AL 84000

**\$735,000**




Huge Price Reduction! Welcome to your dream home in the highly sought-after WelcomeMountain community! This exquisite 2-story single family home boasts an array of exceptional features. With its grand two-story entry, spacious front porch, and attractive backyard pergola, it's a perfect blend of elegance and comfort. The main level features a formal living and dining room, a kitchen that opens up to a family room and an office space ideal for working from home or private study. On the second level, you will find 4 bedrooms, one of which being a huge owner suite with an extra large walk-in closet and separate tub/shower, providing ultimate privacy and relaxation. In the basement you will find

Bedrooms:	6
Bathrooms:	Full/2 Half: 1 3/4: 1
Sq. Feet:	3970
Price:	\$735,000
Status:	Active
MLS List. #	2000001
Type:	Residential



**Sally Sales Rep**  
Sales Representative  
888-555-111  
sallysalesrepone@gmail.com  
Text listwithexit to 85377 for my Mobile Business CardTM

**EXIT REALTY**  
123 Main Street, Anytown, AL 84000  
Office: 800 800 8000

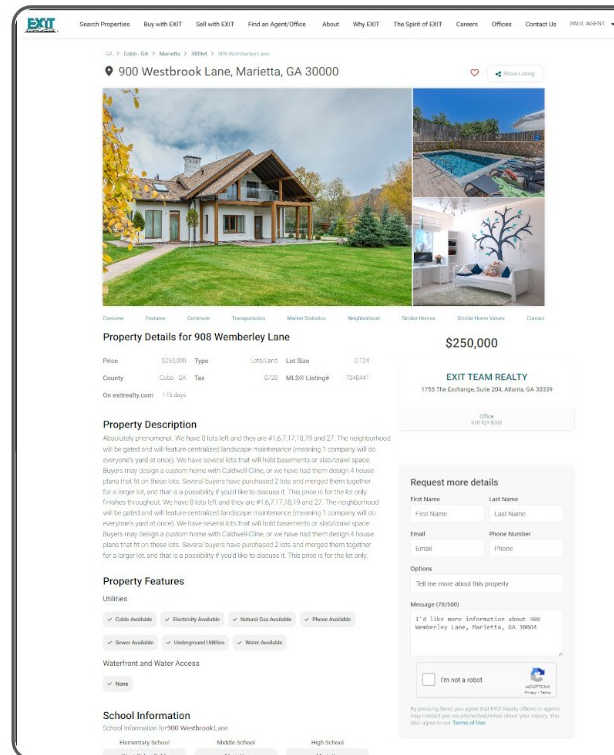
Equal Housing Opportunity 

[www.exit.com](http://www.exit.com)  
Brokerage Independently Owned and Operated. Not intended to solicit individuals or property already under contract.



# Custom Property Website


Your property will have its own custom website with its own unique web address, a photo gallery, virtual tour, lead generation technology, share capabilities, and more.






# Online Flyer


An embeddable flyer will be used for digital marketing including online classified ad sites.








Text E186377 to 83377  
for pictures and details



127 My Home Street  
Any Town, USA 45257  
\$124,999 | 3.0 mi | 1.0 mi





Details:

Price: \$124,999  
Bedrooms: 3.0  
Bathrooms: 1.0  
Property type: Manufactured  
Sq Foot: 1056  
Year Built: 1919  
County: Cook  
Listing #: 12071207

Features:

Cooling: None  
Heating: Natural Gas  
Interior/Exterior: First Floor Bedroom,  
Features: First Floor Full Bath  
Garage: 2

Description:

Step into this beautiful spacious ranch on a quiet block close to the new redline station that will be open soon. This property has great bones in need of some TLC. This is great for those who want to move in and fix it up over time or use a 2024 loan to make your updates. Now listed below asking, a spacious basement with an extra full bath, and an unfinished attic that can be built into a master suite. Come take a look at this before it's gone!

[MORE DETAILS](#)

\$124,999  
3.0 Beds | 1.0 Baths

[View Tour](#)

Jackson Agent  
Associate Broker

  
708 708 3488

[Request Info](#)  
[Email](#)

Text E186377 to 83377 for  
my Mobile Business Card™

**EXIT REALTY**  
212 212 2478  
123 NW Main, Anytown, USA  
80000

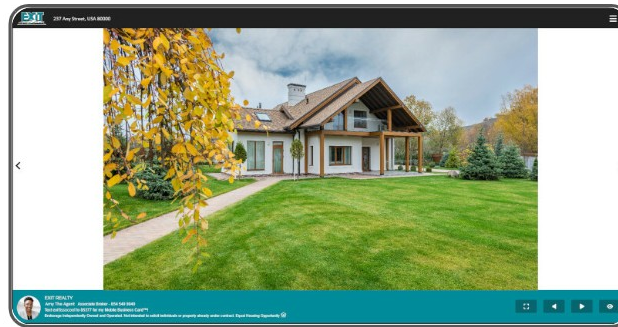
Exclusively Represented by EXIT Realty

  
Equal Housing Opportunity  
License #: 88888



# EXIT Virtual Tour

Your property will have its own virtual tour designed to showcase your home's best features. The tour will be syndicated to popular real estate search websites for maximum exposure.





# My Smart Sign Technology

My Smart Sign uses geolocation technology to put your property's information in the palms of potential buyers. Using their mobile device, buyers can text for information while outside your home and receive instant information on your property. I am notified immediately of the buyer's interest and can reach out, even while they're still outside your home, to schedule a showing. No buyer is left behind.

Text EXITSIGN to 85377 and see what buyers experience.



# **My Online Marketing**



# My Offline Marketing





# **Why I'm Uniquely Positioned to Help You**



# Spirit of EXIT Charitable Program

A portion of every transaction fee received by EXIT Realty Corp. International is applied to its charitable fund. Through the Spirit of EXIT Charitable Program, EXIT offices and associates can raise money for local, approved, registered charities and apply to EXIT's head office to have those funds matched from the company's pool of funds. To date, EXIT Realty Corp. International has pledged \$7,000,000 to charity.



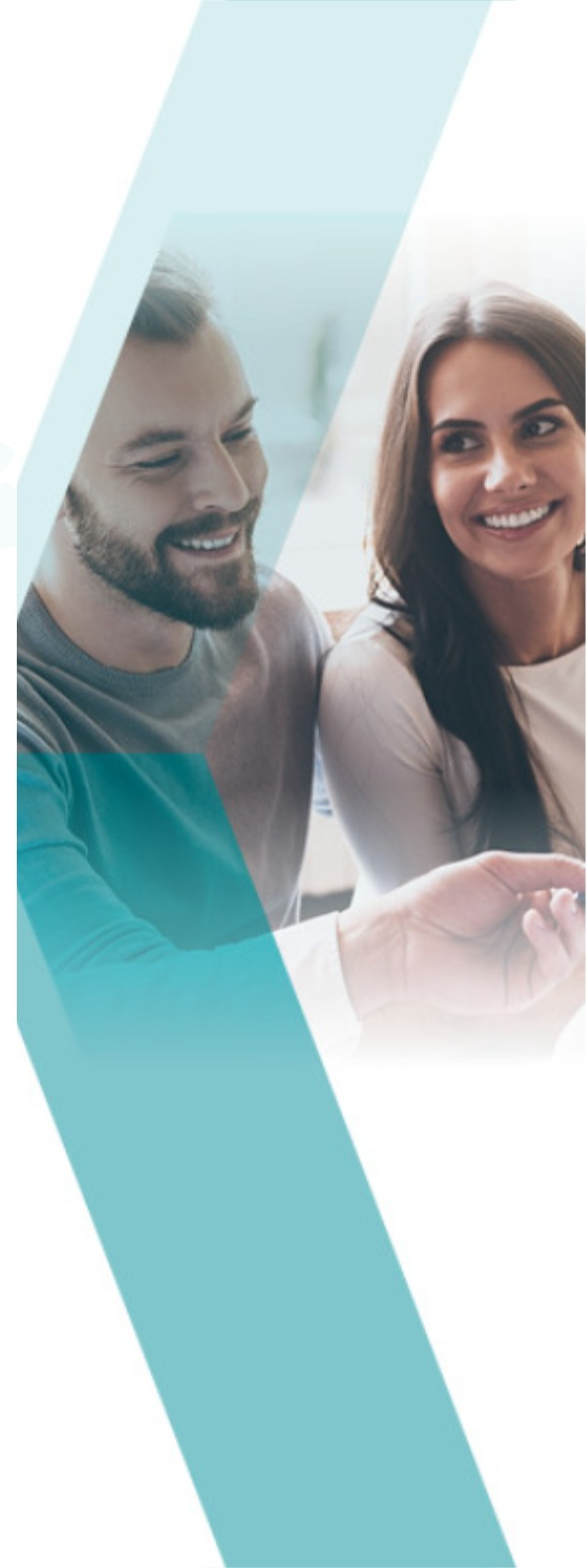
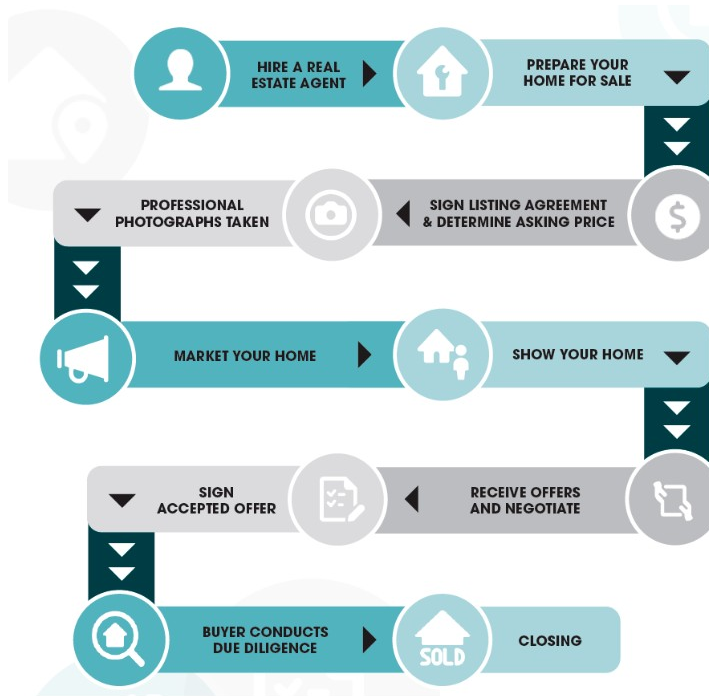
# The Power of the Organization Behind You

EXIT Realty professionals are highly trained and knowledgeable with access to in-depth teaching, training and coaching at the corporate, regional, and brokerage level in specialties such as negotiation and market knowledge. In particular, EXIT agents know how to recognize distinct personality types to give us an edge in the negotiation process.





# The Selling Process



# Pricing Guidelines

Setting the proper asking price for your home is the single most important factor that will determine the success of your home sale. The consequences of making the wrong decision can be painful. If your home is priced too low, you could literally be giving away thousands of dollars. Price it too high, and your home could sit unsold for months, developing the reputation of a problem property. Failure to understand market conditions and the importance of properly pricing your home can cost you thousands and cause your home to linger on the market. Combining the latest technology and my extensive knowledge of the market, I will analyze the current market conditions and assess your time requirements to identify the correct price range for your home.



# Pricing Myths

- ▶ What you originally paid for the property does not affect its current value
- ▶ The amount of money you need to get from the sale does not affect its value
- ▶ What you think it should be worth has no effect on its value
- ▶ What another real estate agent says your property is worth does not affect its value
- ▶ An appraisal does not always indicate what your property is worth on the open market

The value of your property is determined by what a ready, willing, and able buyer will pay for it on the open market, and this is based upon the value of recent closed sales of similar properties in your area as they relate to yours.





# **"They can always make an offer."**

The wrong price attracts the wrong buyers and the right buyers won't see it.



# **"But we have time."**

At some percentage over market price, no reasonable amount of time will produce a sale. Even when priced right for the market it may require a month or more of exposure to sell.



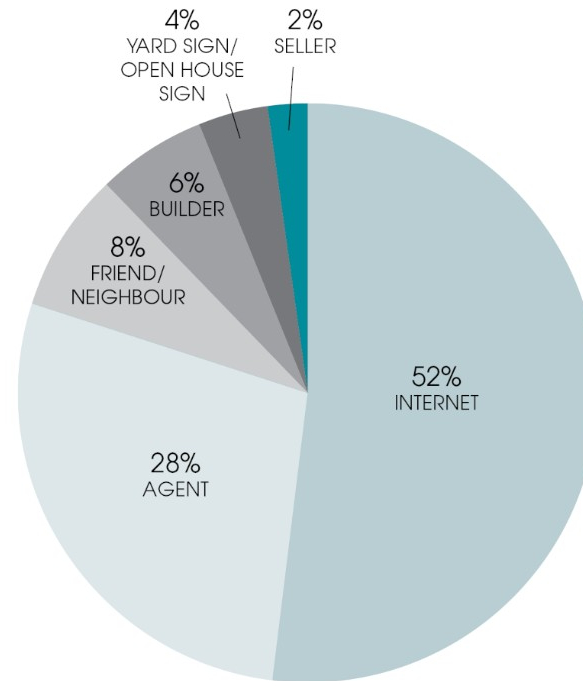
# "Couldn't we try for a couple of weeks?"

The majority of prospect activity on a new listing occurs in the early period of marketing. This happens because real estate professionals maintain an inventory of active prospects that have been cultivated over time. When a home is newly listed, they arrange for them to see it. Once this active group has seen the property, showing activity decreases to only those buyers new to the market. For this reason, it is important that sellers present their homes in the best condition and at the best price at first exposure to the market.





# Where Buyers Come From



Source: The National Association of REALTORS® Profile of Home Buyers and Sellers, updated in 2023.



# How I Promote Your Property For Success

I will aggressively market your property to maximize exposure to potential buyers using digital and material tools and channels.

- ▶ Enter listing into the MLS®
- ▶ Utilize my Digital Marketing Plan to reach today's tech savvy and mobile buyers
- ▶ Syndicate a virtual tour to popular property search sites
- ▶ Install a yard sign designed to capture buyer leads
- ▶ Distribute "Just Listed" flyers to appropriate market areas
- ▶ Actively encourage local real estate agents to consider your home for their buyer clients
- ▶ Create professional, beautifully designed marketing pieces and distribute to online and offline media outlets and channels
- ▶ Hold an Open House



# Extend Your Reach

Around half of buyers start their search online and the vast majority of searches are conducted on a few popular websites. The Expert Marketing Suite displays your listings on these sites to ensure your listings are positioned where your potential buyers are looking.





# Preparing Your Home for Success

Preparing to put your home on the market takes a keen eye for detail and an impartial assessment. Here are some points to consider when preparing to show your home.



# Clean. And then clean some more.

You may have lived in your home for some time. You may accept a few stray pet hairs or some dirty tiles but buyers will not. Walk through your home with a discerning eye and remember that the house must be spotless. Don't ignore the outside of the property. Buyers will notice unkempt gardens, chipped walkways, and oil stains on the driveway.



# De-clutter.

Too much stuff not only clutters your home but also clutters your buyers' line of sight and can make your home appear smaller. If the buyer is looking at the clutter in the home instead of the features, you've lost the sale. Rent a storage unit if need be and remove all unnecessary items from the home.





# Eliminate Smells.

If you have pets or kids or smokers in your home, chances are you have become accustomed to their smells. Buyers will react negatively to these smells. A thorough cleaning of your home may eliminate the odors but if necessary, hire a cleaning company to steam clean the carpets and furniture. Repainting walls which are discolored due to nicotine or cooking can help eliminate odors as well.



# Repaint if Necessary.

You may love your colorful home but the goal is for buyers to be able to see themselves living there. To that end, it is preferable to repaint any colorful rooms a more neutral color.



# De-personalize the Home.

Given that the goal is for the buyer to be able to picture themselves living there, it is best to remove all personal items such as photos, trophies and diplomas.





# Stage Your Home.

You can enlist the services of a professional stager or you can stage it yourself. Stagers can provide services ranging from a general consultation to bringing in new furniture, and everything in between. If you have an eye for color and design, you can stage it yourself. The goal is to arrange your home so it appears to be a model home: devoid of any personal effects but beautiful and spotless.



# Professional Partners



# Communication

I understand that communication is key throughout the selling process and I will keep you informed every step of the way, in whichever way you prefer. I am always just a call, click, or text away.





# Testimonials



Thank you for reviewing this presentation. I am always ready to help you take the next step.



**Rita Gomes,** Fran Super

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