



The ultimate

MARKETING PLAN TO SELL YOUR HOME

A comprehensive plan to help you understand the market and show you everything our real estate team does to get your home sold.

kw INNOVATE
KELLERWILLIAMS.

Each office is independently owned and operated.



910-239-4716



megan.reich@kw.com



coastalcharmhomes.com

Our story



OUR MISSION

Our mission is to facilitate the process of buying and selling real estate by providing best-in-class service through quality communication, expert marketing, and a clear understanding of the current real estate market. Our success comes from our dedication to maintaining the highest standards of integrity and trust with our clients and colleagues. Our ultimate goal is to serve the communities we live in and be a valuable resource to our clients as we work to fulfill their real estate needs.

OUR VALUES

We cultivate a spirit of collaboration, innovation, and integrity by offering a complete suite of today's best marketing and real estate services. We deliver a successful and proven way to professionally transact business with the highest transparency. Creativity, locality, quality, and passion are fundamental to our success and growth.

OUR SERVICE

We are committed to working diligently in your best interests. Our team will stay on top of paperwork, attorneys, lenders, and anything else we can to make the process as easy and fun as possible. Having already helped hundreds of clients successfully navigate the home buying process, we are confident we can be your guide through closing and beyond. We aim to do such a great job that you can't help but tell all your friends and family about us.

PROFESSIONALISM & INTEGRITY

We pay attention to our client's needs and we know our market inside and out. Our clients know we do our homework. We work hard to get our clients the best possible outcome. We skillfully guide you through every step of your real estate transaction.

WHAT SETS US *apart*



YOUR DON'T JUST GET ME...YOU GET MY WHOLE TEAM

When you choose to work with me, you're partnering with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

By choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what's happening in the neighborhoods you're eyeing.

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

5

Years in
Business

267

Total Clients
Served

57

Clients Served
in 2020

39%

Repeat &
Referral Clients

“

Top notch attentiveness in all areas of making our move to North Carolina a pleasant one! Experience shows, knowledge of area and market obvious ... but the best part was the personal touch given to all services provided. Highly recommend. -Patty Green ★★★★★

”

WE GET YOUR *home* SOLD

For the most money possible



PROVEN MARKETING PLAN

Our home seller program is designed to be proactive and also provides customized service to our clients. We do not get paid until your home successfully sells.

Our goal is to help sellers sell their homes for top dollar in the shortest amount of time. Our team's proactive and innovative approach to marketing consistently delivers on these goals.

We have the most advanced real estate marketing platform available. Our team uses cutting edge technology along side traditional marketing. This means more exposure for your home so that you can get the most money on your sale.

To reach the **98%** of buyers who search online, we market every property in four key places:

1. Brokerage Websites



2. Search Engine Optimization



3. Listing Portals



4. Social Media



ONLINE APPEAL IS THE NEW CURB APPEAL

We use beautiful photography, lifestyle video and high quality print collateral to tell the story of your home. Professional photos, videos, 3D tours, social media, and professional staging all make a huge difference in achieving top dollar.

THE *home* SELLING PROCESS

Our goal is to make your home selling experience as easy as possible, with the least amount of stress and the most money in your pocket.

1 THE DECISION

You have made the huge decision to sell your home. You start checking out market conditions and estimating the associated profits and costs.

STEP
1

2 THE HIRE

You hire a Realtor to consult you on the many important factors involved in selling a home, as well as negotiate on your behalf and deal with any issues that may arise along the way.

STEP
2

3 THE PRICE

Your agent can help you evaluate the real estate market and all relative factors about the property so you can be sure not to over or underprice your home.

STEP
3

4 THE PREPARATION

Ensure your home remains clean, staged and landscaped throughout the process. You want your home to look its absolute best from the professional photo shoot through close of escrow.

STEP
4

5 THE MARKETING

We will market your home on many platforms to ensure it is seen by as many potential buyers as possible.

STEP
5

6 THE NEGOTIATION

Your agent will help you negotiate buyer offers to purchase as well as any requests for repairs and/or credits during the inspection period.

STEP
6

7 THE CLOSE

The buyers will perform a final inspection to verify property condition. Once the closing documents are signed and the buyer's final funds are received, the deed is recorded with the County Recorder's Office and escrow is officially closed.

STEP
7

8 THE MOVE

Time to celebrate the sale of your home!

STEP
8

PRICE YOUR *home*



WHAT AFFECTS PRICE?

- ✓ **LOCATION**
Homes in more desirable neighborhoods, homes closer to shopping and entertainment, or homes that come with additional community amenities, command higher prices.
- ✓ **CONDITION**
Homes in the best condition with the most up to date amenities bring a higher price than a dated home or one with standard amenities.
- ✓ **MARKET**
The performance of the market has an impact on pricing - such as current home inventory and interest rates.
- ✓ **TERMS**
Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

WHAT DOES NOT AFFECT PRICE?

- ✗ **COST**
What you paid for your home makes no difference.
- ✗ **PROCEEDS**
How much you need to net from the sale makes no difference.
- ✗ **COLLATERAL**
How much you owe on your property makes no difference.
- ✗ **OPINION**
What you or anyone else thinks it's worth makes no difference.



BENEFITS FOR PROPER PRICING

FASTER SALE

When your home is priced correctly, you will succeed in targeting the correct buyer.

LESS INCONVENIENCE

Properly priced homes are on the market for less time, meaning fewer showing disruptions.

INCREASED AGENT EXPOSURE

Agents are excited to show properly priced homes.

INCREASED PROSPECT EXPOSURE

Your home will see more buyers in the correct price range.

HIGHER OFFERS

More interest creates more offers and bidding wars.



DRAWBACK OF OVERPRICING

REDUCES ACTIVITY

Fewer buyers will want to see an overpriced home.

REDUCES BUYERS

Overpriced homes represent an additional hurdle to buyers.

AFFECTS PERCEIVED VALUE

Buyers will expect more from your home than it offers.

HELPS COMPETITION

Overpriced homes make other homes look like better deals.

PRESENTS APPRAISAL HURDLES

Overpriced homes may exceed appraised value and could ruin a deal.

WE MAKE LISTINGS *shine*



YOUR HOME HAS ITS OWN UNIQUE STORY

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see. They have already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



Photography



Photo Editing



Staging and Repair



Virtual Tours

PROFESSIONAL PHOTOGRAPHY AND VIDEO

Today, 95% of homebuyers begin their search online. That means you only have one chance to make a great first impression, and the photographs in your listing will matter.

The quality of the photographs people see online may be the most important factor in how well you promote your home.

Professional photos will help sell your listing quicker, for more money, and attract more buyers.

Our real estate photographers know how to capture your house in the best lighting and take the photo from just the right angle to show off the best features.



STAGING YOUR HOME TO *sell*

Every seller is competing for the right buyer. Staging is a strategic marketing tool designed to show a property in its best possible light. Often it just takes an outsider's look to rearrange the items you have to make the space pop!

47% of buyers' agents cited that home staging had an effect on most buyers' view of the home.

82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

Staging the living room was found to be very important for buyers (46 percent), followed by staging the master bedroom (43 percent), and staging the kitchen (35 percent).

ADVANTAGES TO PROPER STAGING

- ✓ Increases the likelihood of a higher sales price
- ✓ Gives the impression of a well maintained home
- ✓ Gives a favorable first impression
- ✓ Helps justify the asking price
- ✓ Makes the home seem larger
- ✓ Gives every room a purpose
- ✓ Helps buyers see themselves in the home
- ✓ Puts your home above the competition
- ✓ Creates a "must-see" home through photography
- ✓ Gives you a head start on packing

THE Open house



BENEFITS OF AN OPEN HOUSE

An Open House is a great way to show off your home to a wide pool of potential buyers. Here are top reasons why an Open House is an important marketing vehicle when selling your home.

✓ SET YOUR HOUSE APART

While a picture is worth a thousand words, nothing beats seeing a home in person. Open houses give you the opportunity to show your home at its best.

✓ REDUCE MARKETING COSTS AND TIME

More eyes on your home in a short duration of time will often mean a faster sale. An open house allows you to skip weeks of individual showings and enjoy the benefits of a one-day affair that optimizes the audience.

✓ SHARE ADDED EXTRAS

Buyers are usually interested in learning about neighborhood amenities as much as the house itself. The look and feel of your home's community often clinches the deal for many buyers.

✓ SOCIAL SITUATIONS EASE TENSION

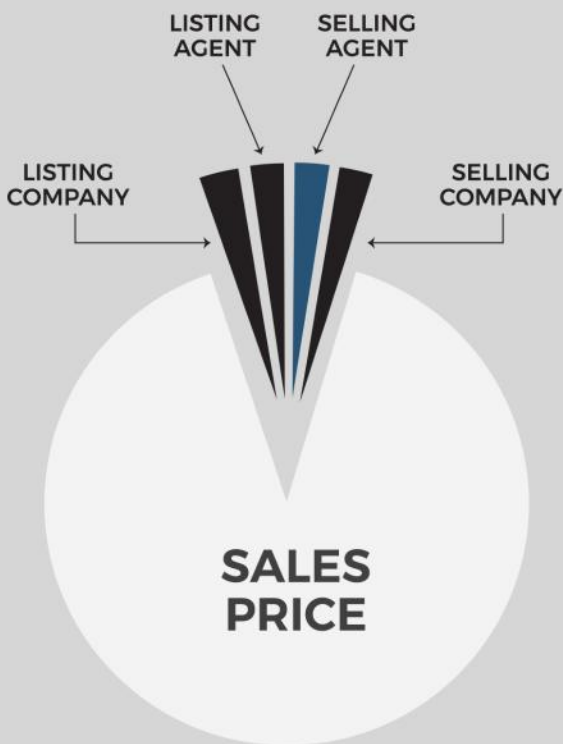
With multiple prospective buyers in your home at one time, lookers feel less self-conscious. Your agent can casually chat with visitors and their agents, offering casual tours in a low-key environment.

✓ IMMEDIATE MARKET FEEDBACK

Provides real estate professionals a chance to collect important data and contact information so they can stay in touch with prospective buyers. It's also a great way to gather feedback on your home. What do people like about it? What potentially quick fixes can be made to problem areas?

REAL ESTATE COMMISSION EXPLAINED

Whether you're buying or selling a home, you are likely to work with a real estate agent. It's important to understand the fees associated with real estate services and who pays what.



Who you hire to represent and market your home is the most important decision you can make with the financial future as it relates to your home sale. The experience of your listing agent will directly affect the ability for your home to successfully close. The more experienced the listing agent, the better chance you have of selling your home for more - so the commission amount is actually paid for with the higher sales price. And the good news is that the real estate commission is only paid when your home is fully sold and closed.

It may seem like taking a real estate agent out of the equation may cut your costs and save you money, but the real estate agent is vital to the process to facilitate the negotiations, manage the paperwork, and maximize chances for sale of the house through staging, professional photography, virtual tours, and other marketing activities.

When a real estate agent represents a buyer, that buyer has the best possible chance of finding a house the buyer will absolutely love based on their needs. It increases the chance of a successful sale. Likewise, when a real estate agent represents a seller, that ensures the seller's best interests are met, top dollar received for the home, and all requirements are upheld under real estate law without a hitch. You need a representative that can ensure the process is fast, smooth, and easy.

To understand commission further, as your listing agent, I pay for all of your advertising and marketing expenses. We offer a competitive commission to the buyer agents. The amount is split between your listing agent and the buyer's agent. The listing agent and the buyer's agent then pay a portion of their received commission to each of their respective real estate companies to pay for company expenses.

CLIENT Testimonials

"Caren and her team has been a joy to work with. I've purchased two homes and sold one home with them and each transaction has been an absolute delight. Real Estate transactions can get very stressful very fast, especially in a volatile market. Caren and her team provided all the professional support from buyer agent, home inspector, handyman, stager, professional photographer, and seller agent to name a few. Her team is patient and professional. At no point did her team ever put any undue pressure on us one way or another. Highly recommended for any buyer/seller but especially when the market is crazy!"

★★★★★ -Cheng Cai

"Selling our home with Welcome Home Realty Group was a stress free and seamless experience! This team of professionals understands the market and has the resources to promote your home. They are highly efficient, very responsive and genuinely pleasant to work with! We have called upon Welcome Home 3 times, and each time, they have excelled. They are our "go to" team!"

★★★★★ -Joy Campagna

"The team at Welcome Home Realty was fantastic! Our selling agent, Karena, was amazing. We called her asking if we can get a quick sell, and she delivered without hesitation! Martin took unbelievable pictures showcasing our home and Lisa not only listed our home just one week later, but got an open house established. The team's dedication to our sale got us 10 offers in 48 hours. All over asking price! This team is everything you want; a quick sale and maximum profit. If you are looking to sell, please give them a call."

★★★★★ -Jacey Macdonald



THANK YOU FOR MEETING WITH ME!

Thank
you!

Do you have any more questions before we sign the paperwork and I get to work for you?