

HOME

Seller's

GUIDE

THE
RIGHT WAY
TO SELL



BUNCH
REAL ESTATE, INC.

Hello

I AM RACHEL

Welcome to your premier destination for all your real estate needs! As an experienced and dedicated real estate agent, I am committed to providing top-notch services to renters, buyers, and sellers alike. With my expertise in design and marketing, I am able to assist clients in buying or selling their homes. My creativity and attention to detail allow me to provide a personalized experience for each client, ensuring that their needs are met and their expectations are exceeded. My dedication to my craft and commitment to my clients make me an exceptional real estate professional.

Whether you are a first-time homebuyer, a seasoned investor, or a renter in need of a home, I have the expertise and experience to guide you through the real estate process. With my personalized approach and commitment to excellence, I am sure to exceed your expectations and help you achieve your real estate goals.

Let's embark on this exciting journey together and turn your real estate dreams into reality!



- 📞 262-346-4376
- ✉️ Rachrmoss@gmail.com
- 📍 355 Crawford St. Suite 706
Portsmouth, VA 23704



GETTING TO KNOW BUNCH REAL ESTATE

We know selling a home can be a daunting process, but we are firm believers in guiding, updating, and educating our clients every step of the way. We believe you will find our knowledgeable, upfront, no-pressure approach to Real Estate refreshing.

Our mission is to incorporate the very best business practices and systems into an office where each community in Hampton Roads would be served by a highly trained, skilled, knowledgeable community agent “expert.” As a result, so often in conversation you will hear Bunch Real Estate agents refer to their company and their colleagues as “family.”

At Bunch Real Estate a recurrent phrase is “Thanks a Bunch!” While the phrase obviously works as a marketing maxim, it actually expresses an authentic principle within the agency: gratitude. Everyone at Bunch Real Estate repeatedly conveys how grateful they are to work at the brokerage, how grateful they are for the support they receive and how grateful they are for their growing business.

“Thanks a Bunch!” is more than just a marketing maxim. It’s our way of doing business.

Steve Bunch



As a Certified Residential Appraiser/FHA and Principal Broker, Steve offers solid leadership and mentoring to the entire Bunch RE team.

With Steve’s analytical calculations and thorough searches, he provides appraisals and market analysis valuations that are timely, detailed, and accurate. His knowledge and experience in the Hampton Roads market serve as an invaluable resource for the company! Reach out to Steve today for appraisal services or a complimentary buy/sell home evaluation!

Tammy Bunch



Tammy’s passion for training and coaching directly informs all of her service as a broker, leader and mentor. She provides help and encouragement at every turn with every agent to develop their knowledge and skills as real estate experts. When it comes to her clients, Tammy is patient and knowledgeable about the real estate market to guide her clients to real estate success. She is compassionate about her work, helpful in every way possible, and very professional. Tammy will make sure to take care of every little detail for the buying/selling process to work out smoothly.

757-488-5645 | BunchRE@gmail.com
BunchRE.com



BUNCH REAL ESTATE | THE RIGHT WAY TO SELL

STEPS TO CLOSING

01 *Before Listing*

- Make an appointment to view the property
- Consult on what does/does not need to be done before listing
- Discuss the best strategy for selling
- Execute listing agreement
- Provide estimated sellers proceeds
- Comparable market analysis (CMA)
- Establish listing price

- Professional photography taken including drone footage
- Submitted to multiple listing service (MLS)
- Marketing campaign started
- Sign installed
- E-mail campaigns started
- Presented at team weekly meetup

02 *Listed & Active*

- Offer(s) received then negotiated
- Offer accepted
- Inspections & disclosures completed
- Appraisal completed
- Any and all contingences removed
- Property closes
- Recommend your family and friends to us! ✨

03 *Under Contract*

STEPS TO SUCCESS

01

PHOTOGRAPHY

02

MARKET PREP

03

ONLINE PRESENCE

04

ACTIVE PHONE WORK

05

PRINT & DIGITAL
MARKETING

06

RESPONSE TIME

07

SOCIAL MEDIA

08

OPEN HOUSES

IN-HOUSE PROFESSIONAL PHOTOGRAPHY

01

Norfolk, Va

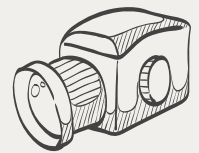
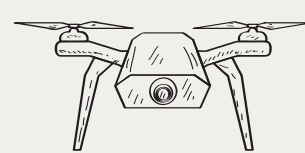
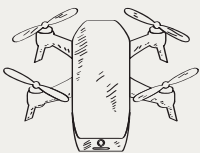


FOR EXAMPLE

Most home buyers start their search online, with that being said, professional photography can be beneficial to selling a home! We have hired an in-house professional photographer to take the best photos and video footage using a drone with complete editing to ensure we showcase your home's perfection!



[CLICK HERE TO VIEW AN EXAMPLE FOR DRONE VIDEO](#)



BUNCH REAL ESTATE | THE RIGHT WAY TO SELL

02

PREPARING YOUR HOME FOR SHOWINGS



Portsmouth, Va

Here's a reminder that first impressions last a lifetime. Large rooms should appear spacious. Storing any unnecessary pieces of furniture allows for easy movement around the room and throughout the home and will allow the space to look light, bright and functional.

We advise home sellers to declutter as much as they can, and make any needed repairs/alterations that will add value. This will allow the agent to showcase the home in it's finest condition.

POTENTIAL BUYERS WANT TO VISUALIZE THEMSELVES AND THEIR BELONGINGS IN EACH ROOM, MAKING IT FEEL LIKE HOME.





HIGHLIGHTED AREAS FOR *interior*

Clear all surfaces areas including tables, countertops, and bookshelves of clutter.

Remove all inessential items around sinks and in showers/bath.

Check light fixtures for lightbulbs that need to be replaced, and they should match.



- Take all personal items off the walls
- Wash and wipe down all windows and mirrors
- Put laundry away or keep hidden from field of vision
- Eliminate all pet related items such as food, leashes, etc.
- Move all important/sensitive paperwork, medication and valuables to a protected area



Portsmouth, Va

HIGHLIGHTED AREAS FOR *exterior*

Mow both front and back lawns. Trim and blow away clippings.

Hide large property trash cans.

Pick up any pet left behinds in the front and back yards.



- **Move extra vehicles from the drive way/road way**
- **Wash and wipe down all windows and screen doors**
- **Touch up paint, especially chipping and peeling areas**
- **Clean front porch, back deck and secure any loose handrails**
- **Display seasonal flowers as well as weed any flower beds and landscaping**

03 ONLINE WEBSITE SPREAD

(Don't settle for just Zillow or Realtor.com)



One benefit in listing with Bunch Real Estate is the online presence. We are able to list a home on at least 72 different sites.

Realtor.com

Zillow.com

HomeFinder.com

Homebot.com

Homes.com

WikiRealty.com

Pro Homesnap

Google

Instagram

Facebook

and so many more!

ACTIVE PHONE

04

CALLS



Social media is currently taking over technology. We don't want to focus on just spreading the word that a home just sold using the internet. They say, "don't fix what isn't broken" and we are true to that. Proactive telephone marketing still works and we want to expose your property to as many prospects to get your home sold in a timely manner.

We don't just put up a sign in your yard hoping another agent sells your home.

We are constantly working towards becoming a master salesperson by receiving consistent coaching that helps us overcome self-limiting behaviors. That means our agents refuse to twiddle thumbs, passively waiting for buyers to stumble across your listing, we fearlessly and proactively find them.

Top performing athletes go through extensive training to be at the top of their game. Like an athlete, we practice our scripts making us more knowledgeable and prepared.

**WE APPROACH EACH CALL
WITH CONFIDENCE,
PREPARATION, AND
ENTHUSIASM.**



05

PRINT & DIGITAL MARKETING

We understand that printing out a hand out sheet for MLS stats can be outdated. We do much more than that. Here are 3 Top Marketing tools we utilize when listing a property.



01 Custom Property Flyer



02 Personalized Listed & Sold Postcards/Emails



03 Nearby Neighborhood Mailings/Emails

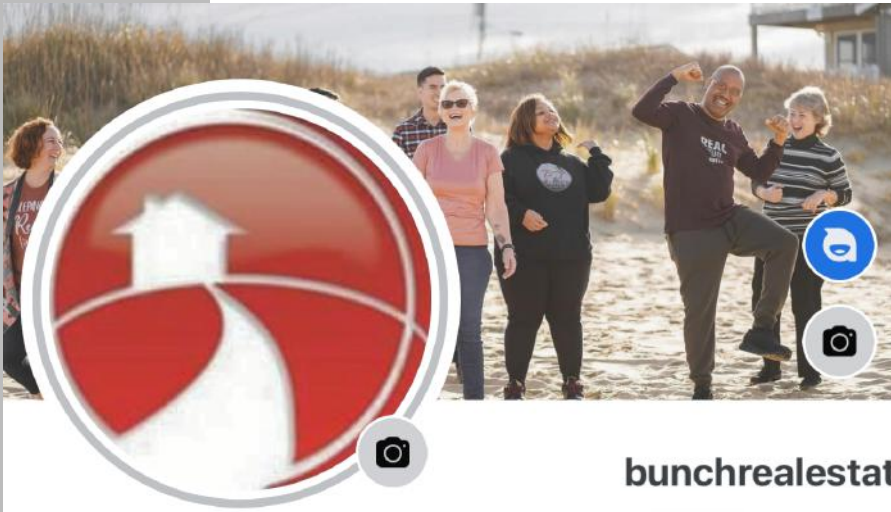
06

FOLLOW-UP

Chesapeake, Va

Is there any wonder why the average agent misses out on so many opportunities to convert buyer leads for their seller? Our process is to be proactive in this business by following up immediately and responding in a timely manner. As much as we can, we embrace developing rapport with other agents to curate an offer. Our team is trained to follow up, follow through, and follow back.



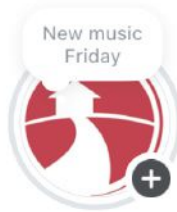


07

Bunch Real Estate, Inc.

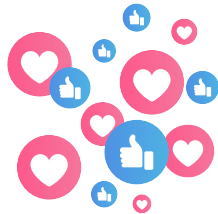
521 likes • 532 followers

bunchrealestate



Bunch Real Estate

636 posts 1,045 followers 892 following



Local service
Your Local Real Estate Experts
Here to Guide Your Next Move
• Sales
• Appraisals
355 Crawford St, Suite 706, Portsmouth, Virginia
bunchre.com

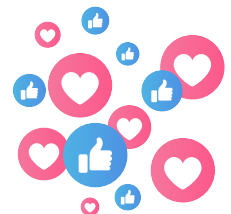


FEATURE FRIDAY

Our team provides an in-house Creative Director that posts on a consistent basis highlighting and promoting our business. Every Friday, we feature a person, place, or property for that week.

STRATEGY

- Take professional photos
- Make edits
- Create a pleasant caption
- Post on social media
- Follow up



OPEN HOUSE

Portsmouth, Va

08

Events

Past



SAT, JUL 17, 2021

Open House: 2513 Sandusky Ave | Virginia Beach | V
2513 Sandusky Ave, Virginia Beach, VA 23456-8011, United States · Virginia Beach...



THU, JUL 30, 2020

Steps to Homeownership (FREE!)
Event by Heidi Johnson - Bunch Real Estate



SAT, OCT 12, 2019

Open House: 737 Sendero Ct
737 Sendero Ct · Chesapeake
Event by Heidi Johnson - Bunch Real Estate



SAT, SEP 14, 2019

Featured Open House: 414 Crawford St
414 Crawford St, Portsmouth, VA 23704-3804, United States · Portsmouth...



SUN, JUN 23, 2019

414 Crawford St: Open House
414 Crawford St, Portsmouth, VA 23704-3804, United States · Portsmouth...



FRI, JUN 7, 2019

414 Crawford St: Fri Night Open House
414 Crawford St, Portsmouth, VA 23704-3804, United States · Portsmouth...



SAT, JUN 1, 2019

Garden Party Open House
414 Crawford St, Portsmouth, VA 23704-3804, United States · Portsmouth...



SAT, MAY 11, 2019

21 Linden Ave: Open House
21 Linden Ave · Portsmouth
Event by Heidi Johnson - Bunch Real Estate

Covering all areas of marketing, open houses have been a hit for home sellers! Whether sharing it through word of mouth or online using social media, open houses bring prospecting buyers from surrounding neighborhoods who may already know the local community. If a property is unoccupied while being listed, our team of professionals are able to stage the home to provide that cozy feel to home buyers looking for a perfect space.



THANKS A BUNCH

We promise to tell you the truth about your property

We promise to respect client confidentiality

We promise to explain the listing process thoroughly so you can understand

We promise to follow up, follow through, and follow back

WHY BUNCH REAL ESTATE?

Suffolk, Va

There are many reasons why you should hire our team of experts to help you with any and all real estate transactions. Not only are we communicating with you during every step of the home selling process, we are prepared to market your home, be innovative & creative, and target home buyers looking to purchase a new home.



We believe that communication is key to positive relationships. With our previous statement of “follow up, follow through, and follow Back,” we can ensure that our team focuses on keeping our clients in the loop at all times. Updating them as much as possible to inform them with important details regarding the process of selling their home.



We can confirm that preparing a home prior to listing it on the market is necessary to getting the home to closing. We guarantee that our team can help in every way by utilizing our resources and trusted partners to provide you with a complete arrangement for final presentation to the market.



By providing you with an in house creative director, we can fully support you with promoting your home not only on the MLS system but the social media market as well. We are consistently sharpening our marketing sword by studying the latest and greatest marketing materials to deliver the finest insights to advertise your home.



All the benefits we have to offer will establish a solid foundation to listing your home on the market. Open houses will open up your home to people looking to buy a home. Once the home is open to the public, we will proactively examine all prospecting homebuyers to get you the best contract.

HAPPY CLIENTS

“

Rachel Ramos was a godsend. I didn't know she was the one God would put in our path in search of our permanent home, especially after moving countless times. From beginning to end, she was always there for us. Rachel was always prompt at all showings, often arriving before we did. When she noticed we were extremely interested in a home, she put in even more effort with her research. The TLC we received from Rachel as first-time homeowners was unmatched. She is trustworthy, amazing, caring, knowledgeable, and simply a fantastic human being. Rachel will forever hold a special place in our hearts. Bunch Real Estate has a true asset in her. Thank you from the bottom of our hearts, Rachel!

— Afia C.

”

“

Very friendly, sweet woman. She helped us when we didn't have a lot of time to move and got us a really nice apartment! In fact we viewed properties 2-3 times a week for about a month until we found our place. She's awesome, highly recommend!

— William H.

”



Thanks
D a
Bunch

CALL ME WHEN YOU'RE READY,
WE CAN GRAB A COFFEE OR A MEAL!

757-488-5645 | BunchRE@gmail.com
BunchRE.com | [@BunchRealEstate](https://www.instagram.com/BunchRealEstate)

