

SELLING YOUR HOME



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MARKETING PLAN FOR YOUR HOME

BEING YOUR MEGAPHONE IN THE MARKET PLACE

- Competitively price your home.
- Optimize condition and view of the home.
- Pro actively promote property to my database.
- Prepare and submit accurate information to the Multiple Listing Service (MLS)
- Network with the best agents in the area.
- Create maximum exposure for the property.
- Tap into our Nationwide Referral Network.
- Professional photography.
- Broker and public open house options.
- Boosted marketing on multiple social platforms.

IN-DEPTH MARKET ANALYSIS

WHAT YOU'LL RECEIVE

1. A thorough inspection and assessment of your property location, style and condition.
2. A written Fair Market Evaluation of your property and explanation of the optimal pricing strategy for your home.
3. An estimate of expenses and costs to show you the net proceeds when your sale is complete!



PRICING YOUR HOME EFFECTIVELY

COMPETITION

Buyers educate themselves by multiple online database searches, establishing some sense of fair pricing. If your home is not competitive in value with those they have seen, it may not sell. Buyers typically look at homes within a \$10,000 price range. If your home is not priced within the correct range, it very likely will not be exposed to its potential buyer.

REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers and agents aware of a long exposure period are often hesitant to make an offer because they fear “something is wrong” with the home. Often homes that are on the market for a long time eventually sell for less than their fair market value.

TIME

Chances are good that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a timely sale with less inconvenience.

MORE MONEY

Your opportunity to receive more money is greater when you market your home with us than any other company because of the quality and number of agents, our membership in the Relocation and Referral Network, our advertising and personal marketing program, referrals from more than 100,000 past clients, and our commitment to negotiate the highest price for you.

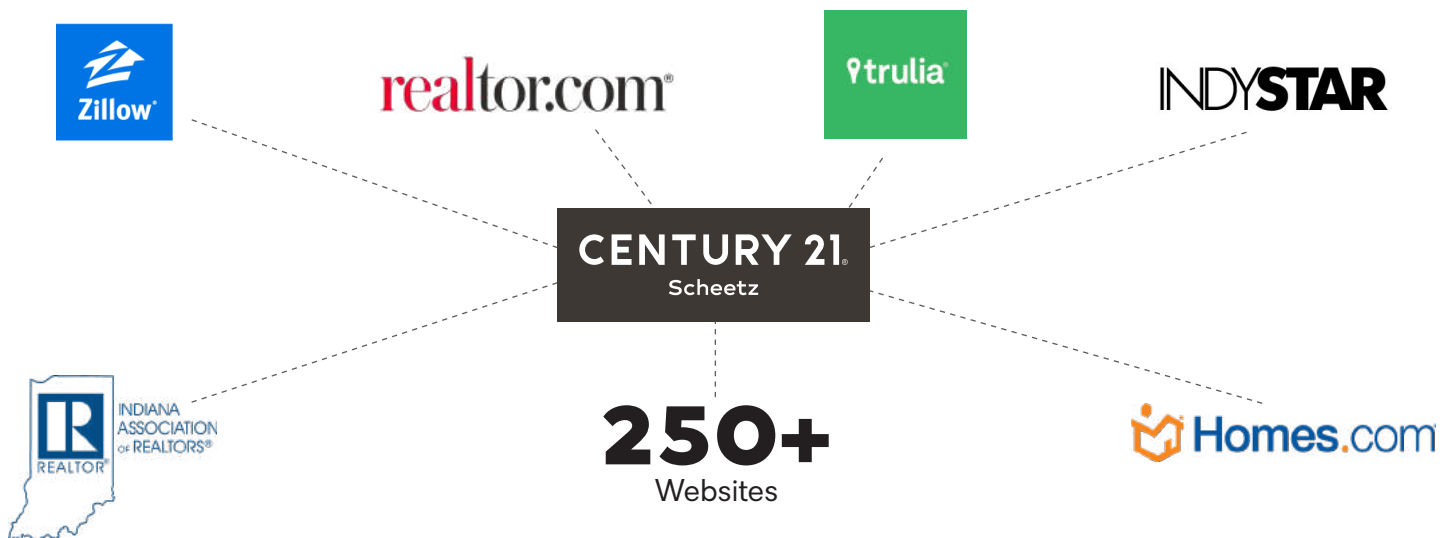
“I will work hard to ensure you get the highest price for your home.”



NETWORKING

MOBILIZING THE ENTIRE REAL ESTATE COMMUNITY

Exposure generates curiosity. Curiosity generates interest. Interest generates showings. Showings generate offers. Offers generate a sold sign. CENTURY 21 Scheetz has an aggressive strategy for attracting home buyers to your listing. By distributing your listing information, along with photographs, to 200+ websites, we maximize every opportunity to attract qualified buyers.



"Your home
will appear on all
major home search
engine sites."



VIEW YOUR HOME FROM A BUYER'S PERSPECTIVE

If you want to sell your home, it helps to put yourself in the buyer's shoes. Walk across the street, take a good look at your home, and ask yourself the following questions:

- WHAT'S YOUR FIRST IMPRESSION OF YOUR HOME?
- WHAT ARE YOUR HOME'S BEST FEATURES? ARE THERE WAYS TO ENHANCE THEM?
- WHICH FEATURES SHOULD BE MINIMIZED OR IMPROVED?

Your home's street-view appearance is a buyer's first impression, particularly if they spotted your home on the Internet first. Although photographs can give a buyer an idea of the features the home offers, driving by the property provides an opportunity to see how the pieces work together with the surrounding neighborhood.

Many home buyers drive by a home or schedule a walk-through after viewing it on the web. Since many will visit in the evening after work, consider installing lights along your driveway and walkway or adding a decorative light fixture to the front of the home.

10 REMODELING PROJECTS THAT GIVE YOU THE MOST BANG FOR YOUR BUCK

1. New Front Door
2. New Garage Door
3. Fiber-Cement Siding
4. Wood Deck
5. Minor Kitchen Remodel
6. Window Replacement
7. Remodeling The Attic To Add A Bedroom
8. Basement Remodel
9. Major Kitchen Remodel
10. Second Story Addition

75% of homebuyers drove by the home and 63% walked through the homes, after viewing it on the web.





BUYER APPEAL WILL SELL YOUR HOME

You never get a second chance to make a great first impression. Here are a few tips to help you get started:

- Show like a model home
- Curb appeal increases showings
- Remove clutter
- Clean
- Neutralize
- Make repairs
- Be ready to show

PROPERTY ENHANCEMENT

Putting your home on the market – Let's maximize the value of your home with:

1. Access to a list of the most reliable and dependable home improvement workers in the marketplace
2. A written home enhancement checklist
3. Recommendations for minor repairs and improvements to help sell your property for the highest price possible

"Your home's first impression is important."



CLEAR AND OPEN COMMUNICATION

- We will communicate on a regular basis showing activity and feedback.
- We will meet to communicate market conditions and adjust our marketing strategy as needed to get your home **SOLD!**
- You'll receive an email copy of the MLS listing to review for accuracy



SERVICE BEFORE, DURING AND AFTER THE SALE

Even after your closing, we'll be there to assist you with all your real estate needs. Consider us your source of referrals for all types of businesses, whether related to a real estate transaction or not. We've partnered with competent professional who would be happy to serve you.

"I'm here to help even after the closing."



SHOWINGS

Scheduling a showing is easy with ShowingTime. When a buyer wants to see you home, the agent sets a showing appointment with ShowingTime.

- Just click ShowingTime and schedule an appointment
- Schedule showings 24/7
- You get email confirmations or phone call or a text of showings sent to sellers
- Easier appointments means more showings

NEGOTIATING AND STRUCTURING THE SALE

- Carefully review and present all offers for your consideration
- Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing
- Negotiate the strongest terms to create a solid transaction that will close on time without any surprises





COMPLETE TRANSACTION MANAGEMENT

We will manage all the details of your real estate transaction daily, and stay on top of other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible.

TRANSACTION CHECKLIST

- ☒ Financing
- ☒ Inspections
- ☒ Vendor Coordination
- ☒ Disclosures
- ☒ Title
- ☒ Appraisals
- ☒ Home Repairs
- ☒ Final Walk Through
- ☒ Bylaws
- ☒ Association Documents
- ☒ Moving Coordination
- ☒ And More

“Thorough communication
and transaction management
to insure we close in a
timely manner.”



HOME ENHANCEMENT CHECKLIST

You've decided to sell your home! When selling, it's important to look at your home from a different perspective, the buyer's perspective. The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

TIDY UP!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

CLEAN UP!

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: Paint in the can is worth \$20, but it's worth \$1000 on the wall!

PATCH UP!

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

THE FINISHING TOUCH!

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

QUICK TIPS BEFORE A SHOWING

EXTERIOR

- ☐ Pick up after pets
- ☐ Pick up lawn tools, toys, etc. lying around the yard
- ☐ Clear driveways and walk areas

INTERIOR

- ☐ Open curtains for daytime showings and close curtains for nighttime showings
- ☐ Open windows to freshen up your home
- ☐ Do a quick tidy up
- ☐ Play instrumental music
- ☐ Burn a candle in the kitchen and living room



HOME ENHANCEMENT CHECKLIST



THE EXTERIOR

- ☐ Mow the lawn and trim trees and shrubs away from the house
- ☐ Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- ☐ Store tools and other equipment neatly in the garage
- ☐ Wash windows, inside and out
- ☐ Sweep all sidewalks and driveways
- ☐ Repair doors and windows
- ☐ Repair major cracks in sidewalks and/or driveways
- ☐ Repair roof shingles, shutters, gutters, windows, siding and fencing
- ☐ Clean up the front/back yards with new sod, plants, flowers and mulch if needed
- ☐ Add a doormat at the entrance
- ☐ Add a potted or hanging plant
- ☐ Add new house numbers

THE KITCHEN

- ☐ Clear extra gadgets from all kitchen countertops
- ☐ Remove all messages, pictures and magnets from the refrigerator
- ☐ Clear away any papers, mail or newspaper that may have accumulated on countertops
- ☐ Clear sink, stove and countertops of all dishes, pots and pans
- ☐ Wipe down cabinets and polish sinks
- ☐ Clean all appliances, inside and out
- ☐ Wash kitchen floors
- ☐ Air out garbage area with a deodorizer and/or freshener
- ☐ Repair any faucet/sink leaks

- ☐ Repair any broken appliances
- ☐ Repair any non-working kitchen cabinets and drawers
- ☐ Patch and paint walls and ceilings, if necessary
- ☐ Add a new throw rug
- ☐ Add a plant

THE BATHROOMS

- ☐ Remove any unnecessary items from the countertops
- ☐ Organize linen closets, medicine cabinets, etc
- ☐ Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- ☐ Polish mirrors and bathroom fixtures
- ☐ Wash bathroom floor
- ☐ Repair any faucet, sink and/or toilet leaks
- ☐ Caulk and grout tile, if necessary
- ☐ Patch and paint walls and ceilings, if necessary
- ☐ Add a scented candle
- ☐ Add coordinated towels and accessories
- ☐ Add a new shower curtain

THE LIVING AREAS

- ☐ Remove piles of papers and magazines from tables
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces
- ☐ Straighten bookshelves
- ☐ Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- ☐ Polish all furniture
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working
- ☐ Wash window treatments

- ☐ Clean fireplace, if applicable
- ☐ Patch and paint walls and ceilings, if necessary
- ☐ Display linens on table
- ☐ Add fresh flowers, potpourri or a scented candle
- ☐ Rearrange pictures to highlight specific areas
- ☐ Add lamps if room is dark

THE BEDROOMS

- ☐ Straighten children's play area and store extra toys
- ☐ Remove extra furniture and rearrange to define areas
- ☐ Make closets more appealing by storing seasonal clothes elsewhere
- ☐ Be sure all clothes are hanging up and not lying around the room
- ☐ Clean and deodorize all carpet, spot cleaning where necessary
- ☐ Wash window treatments
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working
- ☐ Patch and paint walls and ceilings, if necessary
- ☐ Add decorative pillows to beds
- ☐ Add a plant

THE BASEMENT & GARAGE

- ☐ Organize all areas: laundry area, family area, workshop, garden equipment, etc
- ☐ Box up and store or dispose of any unnecessary items
- ☐ Sweep and clean floors
- ☐ Remove cobwebs from walls, window sills and ceilings
- ☐ Wash windows, inside and out
- ☐ Make sure furnace, A/C and hot water heater are in working order

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 Equal housing opportunity. Each office is independently owned and operated.