

OUR
HOME SELLING
difference
A PRE-LISTING GUIDE



PUCKETT PROPERTY
COLLECTIVE





Marques & Andrea Puckett

YOUR LOCAL REAL ESTATE EXPERTS

Nice to "meet" you!

We specialize in Residential Sales - including single family residences, land, building lots, lake homes and foreclosures. With over 15 years combined experience in the real estate market, Puckett Property Collective is always looking for new clients to assist.

LET'S CONNECT

☎ 423-833-8512 | 276-494-5224

✉ REALTORANDREA22@GMAIL.COM

✉ REALTORMARQUES@GMAIL.COM

🌐 WWW.PUCKETTPROPERTYCOLLECTIVE.COM

OUR TEAM

difference



meet THE TEAM



Andrea Puckett

REALTOR®

Andrea was born and raised in Bristol, TN and currently works full time as a Principal Broker/Owner with Property Executives. Her favorite hobbies include golfing, fishing and clogging.

Andrea's professional career started out in South Florida in the yachting industry as an Exec Assistant, leading to other aspects such as marketing, sales (Yacht Broker license) and public relations in Florida as well as the Bahamas. Her desire for boating and fishing led to an enjoyable and successful 5 years in the yachting capital of the world. Feeling drawn to her southern roots, Andrea chose to relocate back to TN and pursue a career in real estate.

Andrea is currently in her 16th year of real estate in East TN. Andrea enjoys building relationships with clients and other peers by focusing on providing exceptional service and professional excellence, but most importantly helping people achieve the "American Dream".



Marques Puckett

REALTOR®

Marques brings over 20 years of sales and customer experience to the team. He enjoys playing basketball, golf and singing in his local band and at church. Marques' main priority is taking the time to really listen and learn his clients' needs to be able to fully execute a smooth experience from start to finish.



Cheyenne Heath

DIRECTOR OF MARKETING

Cheyenne has spent her entire career in marketing and photography, specializing in real estate. Her photography business also expands to family, lifestyle and weddings. As an East TN native, she enjoys showing off the natural beauty of this area through her work. Cheyenne likes to be involved in the local community and her church, and on her days off she enjoys hiking, reading and spending time with her family.

A bedroom scene featuring a wooden headboard, white bedding, a bedside table with a lamp and vase, and the text "OUR commitment" overlaid. The scene is set in a bedroom with a wooden headboard and white bedding. A bedside table with a white marble top and wooden base holds a copper lamp, a white vase with dried flowers, and some jewelry. The text "OUR commitment" is overlaid in the center, with "OUR" in white serif font and "commitment" in yellow script font.

OUR *commitment*



WE DO REAL ESTATE DIFFERENTLY

We have one goal: **TO GIVE YOU AN ELEVATED FULL-SERVICE CLIENT EXPERIENCE!** With over 15 years of real estate experience, we will bring you a fresh, modern, and forward-thinking experience that will make you a client for life. Consider us your personal home concierge: Hand us the keys and we'll do the rest!

COMMITTED SERVICE

We promise to give you the level of service you deserve starting on the day you put your faith in us to sell your property. Our team is committed to providing you with the very best in professional and individualized service.

MANAGING DIFFICULT CONVERSATIONS

When selling a house negotiating is required. Don't worry! We will be your mentor and liaison throughout the whole process. We will handle negotiating pricing modifications, and help you secure and schedule necessary repairs.

BEHIND YOU

A seller's agent will be looking out for your best interest, as it is their fiduciary responsibility. With our knowledge of the local market and a sound understanding of what amenities and upgrades bring value to your home, we will make sure to price your home competitively and gain you the most amount of money in the shortest period of time.

ONGOING COMMUNICATION

We will go over the specifics of how our team operates and what you may anticipate working with us. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

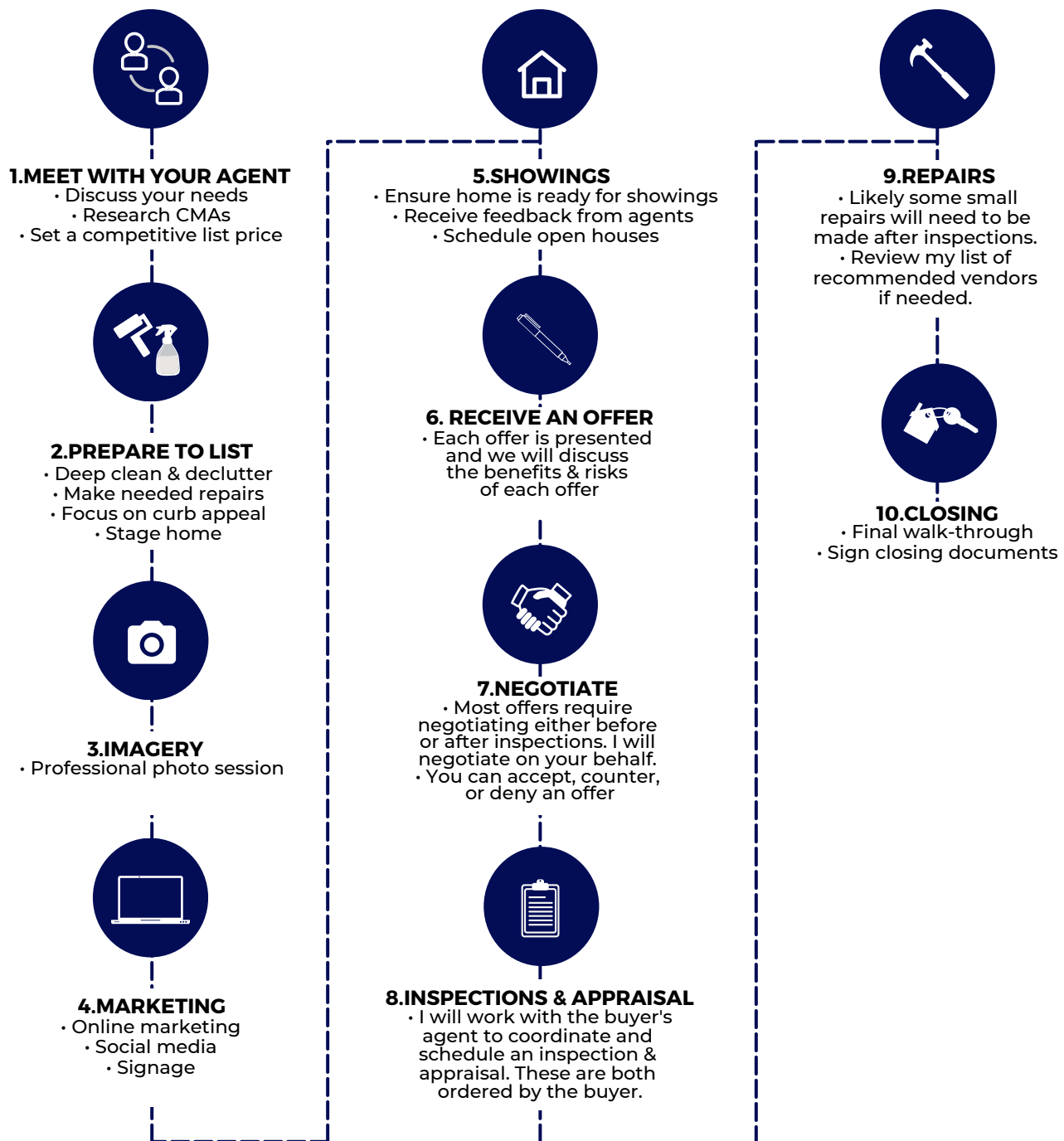
PROBLEM SOLVER

Throughout the entire home-selling process, we will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.

Puckett Property Collective

HOME SELLING PROCESS

PUCKETT PROPERTY
COLLECTIVE



TWELVE STEPS *to sold*

STEP ONE: DEEP CLEAN

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with! Which means a thorough deep cleaning. A deep clean can also help you with foul odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plug-ins and get rid of the source that is creating the smell.

STEP TWO: CLUTTER EATS EQUITY

Buyers have a hard time picturing themselves living in your home when your clutter is all over the home. Get rid of all items in your home that you don't want or need. Your home will sell more quickly and your move will go more smoothly. It's no secret that the hardest part of the decluttering process is getting started. Dive in by taking one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

STEP THREE: COMPLETE REPAIRS

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. Finding out what has to be done and what doesn't can be made much easier with the help of a real estate agent.

STEP FOUR: NEUTRALIZE

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

STEP FIVE: REMOVE SCUFF MARKS

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can make a world of a difference on scuffed walls and baseboards!

STEP SIX: CREATE A WARM ENTRYWAY

A home's entry is also an important first impression. Create your own entryway if your home does not have one. To prevent clutter, have plenty of baskets for storage, or purchase a simple entryway organizer. Place a comfortable bench, and place some hooks to hang bags and outerwear.



TWELVE STEPS *to sold*

STEP SEVEN: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look at big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.

STEP EIGHT: UPGRADE LIGHTING

Replace out-of-date and obsolete lamps and other lighting fixtures with more modern ones. This inexpensive modification can have a big impact and will aid in the sale of your house.

STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be a challenge. While you might consider them part of the family, not everyone agrees. To make your home appealing to everyone make sure to remove any evidence of pets just to be safe. Make sure to pick up all pet bowls, beds, and toys. Avoid using scented candles or perfumed goods to merely cover up scents. Strong perfumes can be irritating to certain people and don't get rid of the odor altogether. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

STEP TEN: EXTERIOR

The outside of your home is the first impression of your home. Make sure the exterior of your home is in tip-top shape so that possible buyers will want to take a look inside. Pay close attention to your siding, gutters, and windows, and make sure they look fresh and clean. Repair any cracks in the driveway, walkway, or patio. Make sure the roof is in good condition. Nothing turns a buyer away faster than a leaky roof. Take care of any repairs to your fence if there are broken pickets. If any of these issues come up and you are unable to make the repairs be prepared for buyers to ask you to drop your asking price.

STEP ELEVEN: CURB APPEAL

Catch a buyer's attention by making sure walkways are clear, landscaping is freshly mulched, plants are freshly placed by the door and a colorful welcome mat welcomes them to a freshly painted front door. All of these things help create a sense of home to prospective buyers.

STEP TWELVE: GATHER PAPERWORK

Being prepared is the key to a smooth sale. Having said that, don't forget to have the house's paperwork prepared and organized. The deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property are some of the documents that a seller will need when selling a home.





marketing
YOUR HOME

digital MARKETING



Listing **UPDATE** WEEK OF 5/31

75354 HILLSIDE DR. RALEIGH, NC 65432

Listing Views

	7 DAYS	30 DAYS	ALL TIME
SHOWINGS	11		
FAVORITES	32		
CALLS	22		
MLS	100	200	300
ZILLOW	100	200	300
REALTOR	100	200	300
WEBSITE	100	200	300
FACEBOOK	100	200	300

notes NOTES ON FEEDBACK CAN GO HERE. NOTES ON ADVICE CAN GO HERE. NOTES ON FEEDBACK CAN GO HERE. NOTES ON ADVICE CAN GO HERE.

76543
MARKET UPDATE

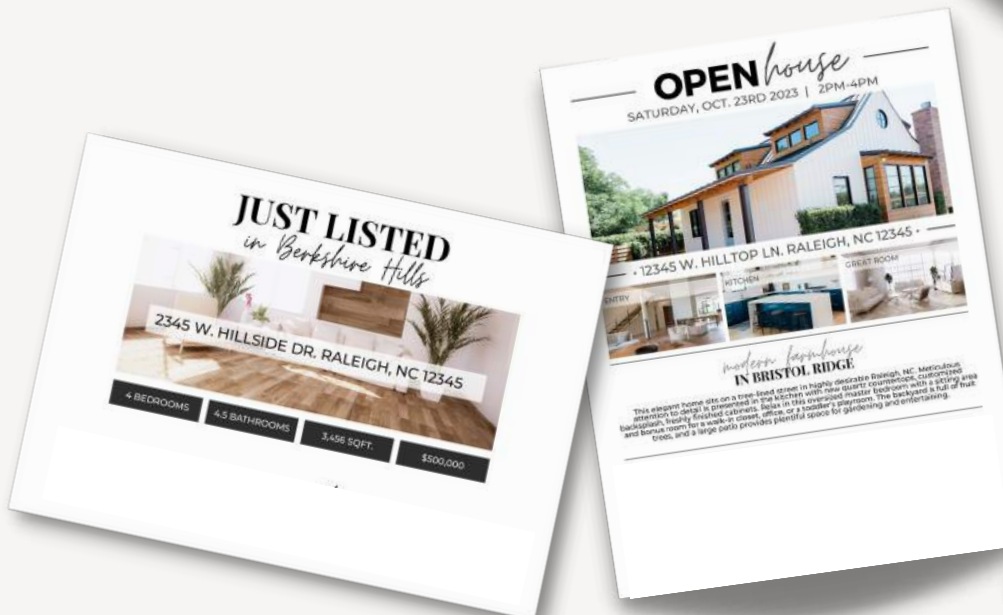
ACTIVE LISTINGS	PENDING LISTINGS	LISTINGS SOLD	PRICE REDUCTION	DAYS ON MARKET
22	10	31	7	9



FACEBOOK & INSTAGRAM ADVERTISEMENTS



Print MARKETING



The background image shows a minimalist interior. On the right, a dark-colored armchair with wooden armrests and legs sits on a light wood plank floor. A light blue cushion and a matching throw blanket are draped over the chair. To the left of the chair is a small, round, light-colored wooden side table with three thin black metal legs. On the table sits a small potted plant with red flowers, a blue ceramic cup, and a saucer. In the background, a white shelf holds a small, round, yellow clock with black dots for hour markers. The wall is a light, textured grey.

Pricing STRATEGY

THE FIRST LISTING PRICE CAN AFFECT

the entire outcome of your home sale.

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

THE PROBLEM WITH LISTING TOO HIGH

PROBLEM 1

exclusion

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

PROBLEM 2

appear distressed

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



DETERMINES *the price of your home*

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

DOES NOT DETERMINE *the price of your home*

- what you paid for the home
- what online sites think it is worth
- what you need to make on the home



YOUR *home*

TELL US ABOUT YOUR HOME

YOUR HOME *information*

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES \$	
HOA?	
HOA ANNUAL FEE	

WHY ARE YOU MOVING?

WHAT IS YOUR TIMELINE?

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

pricing YOUR HOME

YOUR HOME *improvements*

IMPROVEMENT

COST

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

AVERAGE *utilities*

ELECTRIC

GAS

WATER

TRASH

JAN				
FEB				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPT				
OCT				
NOV				
DEC				

YEARLY AVG.				
----------------	--	--	--	--

selling EXPERIENCE

HOW MANY HOMES HAVE YOU SOLD IN THE PAST?

WHEN WAS YOUR LAST HOME SALE?

WHAT WAS YOUR EXPERIENCE LIKE?

WHY DID YOU SELECT THE PREVIOUS AGENT?

WHAT DO YOU FEEL THE LAST AGENT DID BEST?
HOW COULD THEY IMPROVE?

WHAT ARE YOU LOOKING FOR IN AN AGENT?



next STEPS

GATHER

- ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX
- ANY SURVEY OR REPORTS FOR THE PROPERTY
- A LIST OF UPGRADES YOU HAVE MADE
- TOP FIVE THINGS ABOUT YOUR HOME LIST
- UTILITY INFORMATION

NOTES

[illegible]

THIS WILL MOST LIKELY HAPPEN...

- The date on the contract could change. It is a guesstimate and subject to many variables
- The property might not appraise at what it is under contract for
- Agents will miss showing appointments and not call or show up or cancel last minute.
- Some showings will last 5 minutes and some will want to stay for 3 hours
- There will be a day when someone gives a 5 minute notice to want to see your home. and will probably be sitting in your driveway. You don't have to say yes!
- Agents or Buyers may knock on your door wanting to show/see the home with no warning. Call me if this happens!
- Expect the possibility of low offers. Don't get offended.
- The Buyer will negotiate 2-5 times on this transaction. They will try to negotiate the purchase price, inspection, potentially the appraisal and possibly any final walkthrough issues.



CLIENT *testimonials*

REVIEWS



When my family started searching for our perfect home, I knew Andrea was the only one I wanted to go to for help. Best decision ever!!! She helped us find our little slice of heaven, walked us through and explained every step, and made it so easy to become first time home owners!!

Andrea is the kindest, most professional individuals we ever could have asked for! She constantly keeps her clients informed and is always honest throughout the entire process. My husband and I have and will continue to recommend Andrea and Property Executives to all our friends and family!

Andrea is a caring, gifted realtor that we are VERY grateful to have met! She found us our dream home in a thoughtful way and kept our interests very much in sight. We always enjoyed our time working with her sharing laughs and feeling great about the process. Thank you again Andrea, you rock!

I would highly recommend anyone to reach out to Andrea for their realtor needs. Whether you are selling or buying a home, Andrea has the knowledge to provide you with the best advice and guidance. She has the passion to do the best possible job and will deliver what she says. We are so glad we chose Andrea to help us with our search for a new home. She has answered all of my many many questions with ease. You won't be disappointed.

Andrea is truly amazing. She helped us find out dream home and went above and beyond to make it happen! My husband and I would recommend her to everyone!

If you are in the market for a home in the Tri-Cities area, you need to call Andrea Puckett with Property Executives. We can't say enough good things about how well Andrea handled the sale of our home. She came in with a plan that met our needs and executed it to perfection. She was very responsive to our calls/texts/emails and always professional. Bottom line, we received an offer on the first day it was listed and closed on it in a month and a half. We would highly recommend her!!!! Thanks again Andrea!!!!

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



