



# SELLER'S GUIDE

Taking you from LISTED to SOLD!



KELLERWILLIAMS®

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Office: 856-316-1100



LINDSEY BINKS

*Real Estate Group*

[www.LindseyBinksRealEstate.com](http://www.LindseyBinksRealEstate.com)



# SELLER'S GUIDE

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# MEET OUR TEAM



*Lindsey Binks*

REALTOR®

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*Jessica Bryson*

REALTOR®

609.923.1236

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## WHAT YOU CAN EXPECT FROM US

- Communication that suits you
- Years experience & expertise
- Cutting edge technology driven marketing
- Competitive market value pricing
- Interior design & staging insight & recommendations
- Guaranteed satisfaction





# SALES HISTORY



*Lindsey Binks*



*Jessica Bryson*

2016	11 units	\$3,562,650
2017	24 units	\$6,485,550
2018	25 units	\$5,733,800
2019	32 units	\$9,939,500
2020	52 units	\$18,277,850
2021	43 units	\$16,823,410



# Strategic Marketing Plan



# IMPORTANCE OF PROFESSIONAL PHOTOGRAPHY

This listing sat on the market for  
6 months, no offers listed with a  
different agent/brokerage  
(left 3 photos)



We took over, staged using furniture in the  
property, new photography/photo editing  
(photos to the right)

On the market for 1 week with NEW  
photos, virtually staged photos & marketing  
with 6 showings and under contract in less  
than 1 WEEK!





# IMPORTANCE OF PROFESSIONAL PHOTOGRAPHY





# IMPORTANCE OF PROFESSIONAL PHOTOGRAPHY, CTND.







Importanance of staging:





# IMPORTANCE OF STAGING

Staged &  
photographed  
by previous  
agent



Staged &  
photographed by  
Lindsey Binks  
Real Estate Group  
using all existing  
furniture



Virtually Staged by  
Lindsey Binks Real  
Estate Group for  
Inspiration  
Throughout Most  
Popular Rooms





# VIRTUAL STAGING





# ACTUAL STAGING





# LISTING & MARKETING

*When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.*



# LB GROUP MARKETING PLAN

- Price your Property strategically so you're competitive with the current market and current price trends.
- Stage your Property to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
- Target active buyers in our database who are looking for properties in your price range and area.
- Place "For Sale" signage, complete with property flyers easily accessible to drive-by prospects.
- Optimize your Property's internet presence by posting information in the Keller Williams Listing System (KWLS) as well as local and global MLS systems
- Professional Photographs, Possible Video & Drone Video and an optimized description of your property.
- Create a featured listing book, comment cards and flyers to place inside your property.
- Target our marketing to active real estate agents who specialize in selling & representing buyers in the South Jersey market
- Create a broker's Open schedule to promote your property to prospective agents who have qualified buyers and market those broker's opens
- Provide you with weekly updates detailing our marketing efforts, including comments from the prospective buyers and agents who have visited your property.





# STRATEGIC SOCIAL MEDIA MARKETING PLAN

## FACEBOOK/INSTAGRAM:

- Targeted Facebook & Instagram Ad Campaign based on demographics and income
- Share Listing/links to video/images via multiple Facebook Groups including:
- Keller Williams Moorestown intranet of “Coming Soon” as many of our agents work with buyers in and around Mount Laurel, Medford, Moorestown, Marlton, Haddonfield etc.
- Local Groups for surrounding towns of Mount Laurel, Medford, Moorestown, Marlton, Southampton, etc. and promote listing and details.
- Real Estate Marketing Groups
- National Real Estate Marketing Groups (referral groups for re-locations)

## LINKEDIN

- Connect with Relocation Companies in Region and share property (and article/and or/video (Pulse via LinkedIn)
- Export contacts and send “Thought you’d have some interest” email blast with article, photos and links to further information.

## YOUTUBE

- Share Video (if Video was done) of Property with optimized description on YouTube/Vimeo and other video websites
- Other: Develop/Write Article and pitch to online and traditional publication Pitch home to local Magazines for publicity if warrants



# EXTENDED ONLINE MARKETING REACH



When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.





# MARKETING PLAN TIMELINE

## PRIOR TO FIRST WEEK ON THE MARKET

- Obtain the Listing Contract!
- Schedule Professional Photos & Develop Marketing (Online & Traditional) Strategy Launch
- Pre-Listing Teaser Marketing via Social Media (build up the buzz)
- Room Measurements & Walk Through of Property & Features
- Write Description with Language Tailored to Higher End clients looking to move to area which also includes Search Engine Optimization for quick visibility and search results

## FIRST WEEK ON THE MARKET

- Finalize listing into MLS system and set live!
- Put up "For Sale" sign & Install lock box.
- Cultivate Cold Call & Email List for ideal demographics via Social Media and Online research
- Prepare property flyers/brochures
- Commence online marketing plan
- Set Up and Market Property on International MLS
- Design & Send out post card mailer announcing the new listing to surrounding neighborhoods and targeted neighborhoods within same price point in surrounding towns
- Boost/Enhance Subsidiary Sites (Realtor.com, Zillow, etc)
- Communicate new listing to database of Realtors and within KW intranet of colleagues



# MARKETING PLAN TIMELINE, CTND.

## SECOND WEEK ON THE MARKET

- Invite local Realtors and luxury Real Estate specialists to tour property
- Continue Online Marketing plan & outreach
- Review status with clients.
- Potential Open House and/or Brokers Open – per client's approval

## ON-GOING

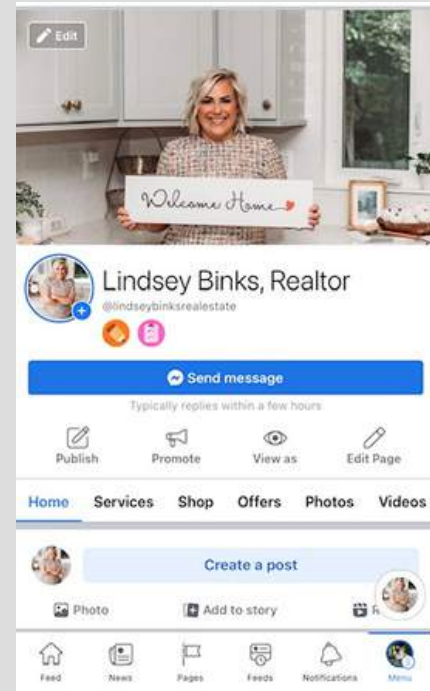
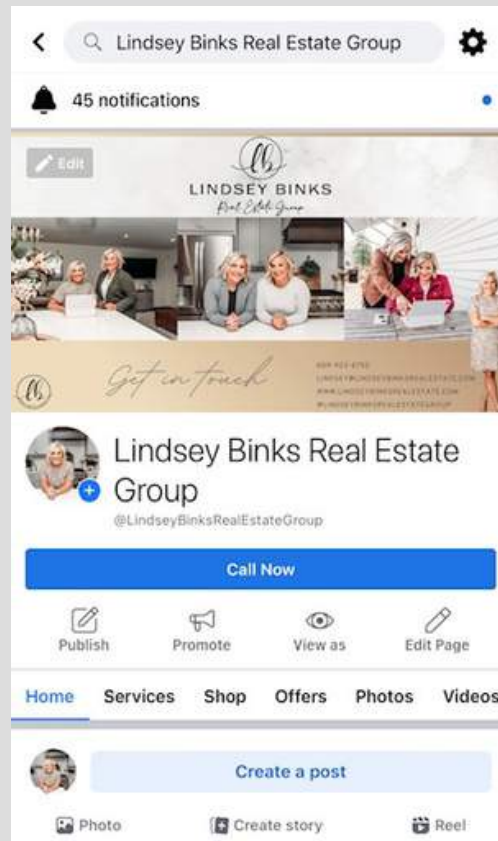
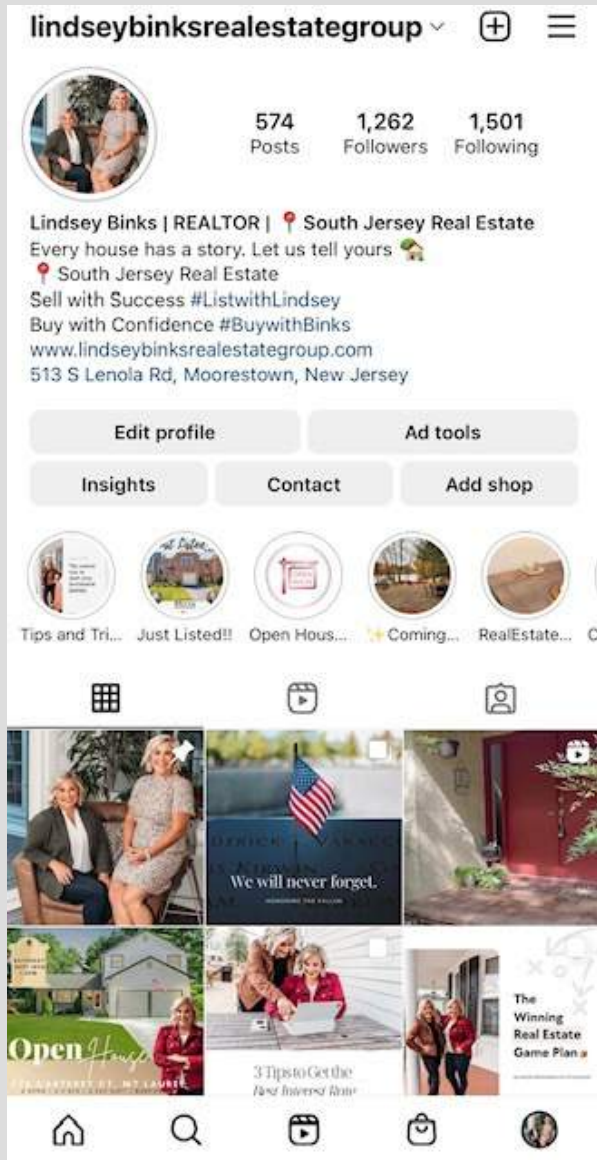
- Report weekly to clients.
- Show property to prospects.
- Review price based on agent input & market conditions.
- Continue Online Marketing Plan & Efforts - Follow up with all Realtors who have scheduled/completed showings - Weekly Review status with clients.





# DON'T JUST TAKE OUR WORD FOR IT...

Check out our Social Media and see we truly executed what we promise!



trulia

Instagram

facebook

Zillow

Pinterest

LinkedIn





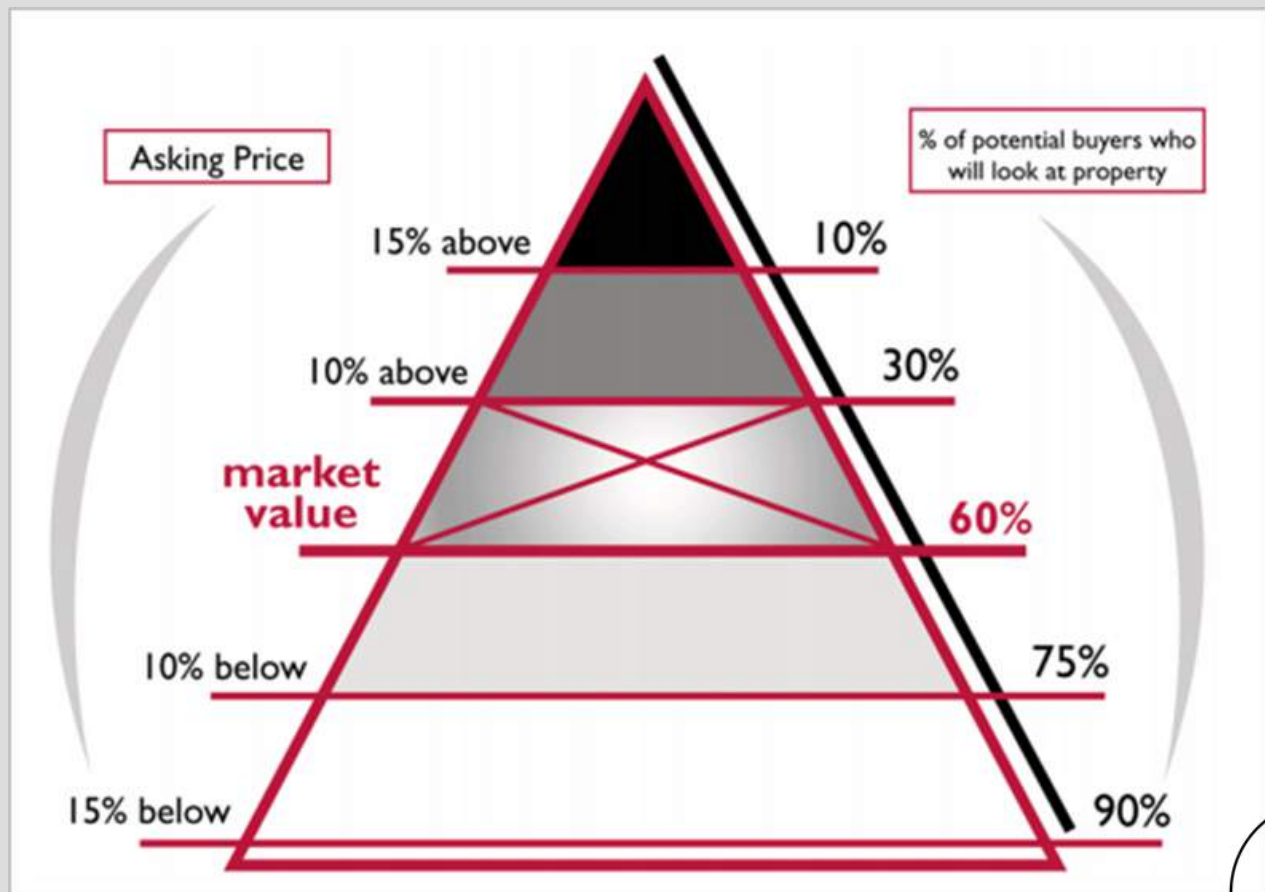
# Comparative Analysis





# PRICING RIGHT – ATTRACTING THE RIGHT BUYERS

Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



# PRICING RECOMMENDATIONS

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value.

Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.





# LIST WITH US!

When you choose The Lindsey Binks Real Estate Group you will receive:

- A Strategic Online Marketing backed by over decade of experience in the Digital Marketing Industry that is effective, measurable and proven
- Years of experience in the local real estate market
- A proven track record of successful sales within your local market
- Internal Marketability with Agents in your Local Market
- Continual & recurring communication and reports of stats, updates & feedback
- The great service & support you'd expect from a top real estate team!

.

List This property now with Lindsey Binks Real Estate Group and let's get your home sold!!!

# PRE-LISTING PREPARATION

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.





# FROM LISTED TO SOLD



# PRICING YOUR HOME TO SELL

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.





# PHOTOS & SHOWINGS CHECKLIST

## THINGS YOU CAN DO AHEAD OF TIME

### INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

### OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

### PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

## ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

### KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

### BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

### IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.



# TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

## 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market.

Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

## 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

## 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

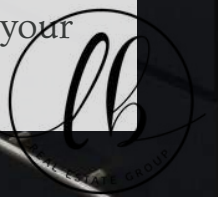
Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

## 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

## 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.





# LISTING YOUR HOME

## MLS LISTING



Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



## SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



## LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



## OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



## VIRTUAL TOUR

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.





# OFFERS & NEGOTIATIONS

*Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home.*





# FACTORS TO CONSIDER

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

## CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

## CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

## CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

## CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.



# UNDER CONTRACT

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.





# STEPS BEFORE CLOSING

## INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

## POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

## APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

## FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.



# CLEARED TO CLOSE

*Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.*





# CLOSING DAY



## CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- › Title insurance policy
- › Home warranty
- › Real estate agent commissions
- › Recording fees
- › Property taxes (split with buyer)
- › Remaining balance on mortgage
- › Any unpaid assessments, penalties or claims against your property

## ITEMS TO BRING TO CLOSING:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys



# SUCCESS STORIES

“

I recently worked with Lindsey on two real estate transactions- buying a new home and selling my current home in the south Jersey area. These are typically stressful, scary and frustrating ventures. Not with Lindsey! She made the entire process not only stress-free but actually fun and enjoyable. She helped us close on our dreamhome AND she sold my home after one private showing! Lindsey is very knowledgeable, professional, friendly and always available to her clients. She's a super star

- Cynthia



”



“

Lindsey made the selling and the purchasing of our new house go so smoothly. Very professional and always willing to answer any question any time of the day/night. She is very knowledgeable and really knows the ins and outs of the whole real estate business. We would chose Lindsey for our next house purchase/selling with no hesitation.

- Jennifer



”

“

When it came time to sell the house we had lived in for 26 years, we had no idea of which realtor to choose. Lindsey Binks was recommended to us and we took a chance and hired her. I have to say we hit the jackpot with Lindsey! She was very enthusiastic, personable, and professional at the same time, and formulated a great strategy for selling our home. After one day on the market, we received multiple offers over asking price. We thank Lindsey for that and would not hesitate to hire her again!

- Chris



”







LINDSEY BINKS

*Real Estate Group*

*Sell with confidence*



**kw**

KELLERWILLIAMS.





LINDSEY BINKS

*Real Estate Group*

*Guiding You Home*



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