

# SELLER *Guide*

COMPREHENSIVE  
MARKETING PLAN

real

*Amy Beyer*  
REALTOR®

972.965.0657 | [AmyBeyerRealtor.com](http://AmyBeyerRealtor.com)





# Amy Beyer

**EXPERIENCE MATTERS.** Classic never goes out of style and that's the epitome of Amy's work ethic and how she handles her business. Amy has an outgoing personality and sharp brain skills to match. Amy is resourceful and knowledgeable about how to buy, repair and sell homes. Her communication is direct and concise making her a straight-shooting Southern girl with a compassionate heart and a savvy business mind.

## **LIFE LONG REAL ESTATE CAREER:**

1997-2002: Personal Assistant to Top-Producer Listing Agent

2002-2008: FULL-TIME REALTOR®

2008-2019: Home Warranty Field Sales & Manager (part-time RE Sales)

2020: FULL-TIME REALTOR®

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#GrapevineGoGetter

#theBEYERdifference

# *Why you should* **HIRE AMY**

## **WHEN'S THE LAST TIME YOU MARKETED A HOME?**

Placing a yard sign out front and simply listing on the MLS is too basic in today's noisy market. Are you missing out on social media platforms with the most traffic? Social media sites are a pay-to-play game and require time, money and finesse to expose your home to the most buyers possible.

## **ATTENTION TO DETAIL**

You want a real estate agent that knows their stuff. Amy works full-time helping people buy and sell homes everyday. She is probably more familiar with real estate paperwork than you are. Consider this if you're trying to save money.

## **NEGOTIATING IS TRICKY**

There's more to the contract than just the sales price. Sometimes the highest offer isn't always the best offer. Amy's an experienced Realtor who deals with contracts on a regular basis. She's familiar with market conditions and terms that may impact your bottom line and she's here to protect your best interests first and foremost.

## **AVOID CLOSING PROBLEMS**

Put Amy's years of experience to use for yourself! She's been through multiple home sales and pro-actively communicates with the buyer's Lender to avoid any pitfalls that can kill the deal in the final hours. Amy knows how to watch for trouble before it's too late!

# MAKE A GOOD FIRST IMPRESSION

Has anyone ever told you that it's much harder to sell your home than it is to buy one? Get ready for some serious "home work".

When selling your home, it needs to look its absolute best for potential buyers who walk through the front door. That's where home staging comes in.

Home staging is a method of decorating meant to highlight your home's most impressive assets and help buyers imagine themselves moving in and living there. Do it right, and you should have no problem selling your home quickly.

## *Home Staging Tips...*

Start with curb appeal. First impressions matter, so make your home stand out the instant potential buyers pull up to the curb. Simple things like dusting the front door and porch go a long way.

You've heard the old saying that you have to "declutter". It's true, you do. This is one of the most important things you can do when preparing your home to sell. You don't have to get rid of your personal keepsakes forever, but you do need to get them out of the space so buyers can imagine their belongings in each room.

Clean like you've never cleaned before. There's a difference between having a clean home and having a home that's "listing clean".

We'll talk more about all of this during our initial listing consultation.

# Pre-Listing Checklist

## Kitchen

- REMOVE MAGNETS FROM FRIDGE
- DECLUTTER COUNTER TOPS
- LEAVE FRESH FLOWERS/ BOWL OF FRUIT
- DEEP CLEAN ALL APPLIANCES
- REMOVE TRASH AND PUT IT IN THE GARAGE
- ENSURE ALL APPLIANCES ARE WORKING
- WASH ALL CABINET FRONTS
- DEEP CLEAN REFRIGERATOR AND STOVE

## Bathroom

- CHECK WATER PRESSURE
- REMOVE ANY SOAP RESIDUE
- CLEAN TOILET BOWLS
- CLEAN TILE GROUT
- CLEAN OR REPLACE SHOWER CURTAIN
- DISPLAY FRESH TOWELS AND RUGS
- REMOVE ANY RUST OR STAINS
- RE-CAULK SINKS, TUBS AND SHOWERS

## Curb Appeal

- REPAIR BROKEN WINDOWS & SHUTTERS
- MOW LAWN
- REMOVE STAINS FROM WALKWAYS
- CLEAN ALL PATIO FURNITURE
- REPLACE TORN SCREENS

## Garage

- SEAL OR PAINT FLOORS
- ORGANIZE TO CREATE FLOOR SPACE
- ENSURE THE GARAGE DOOR IS WORKING

## Bedroom

- REARRANGE FURNITURE AS NEEDED
- CLEAN SHEETS AND BED COVERS
- DUST FURNITURE AND LIGHTING
- DECLUTTER AND ORGANIZE CLOSETS
- CLEAN WINDOW COVERS/ SHADES
- ORGANIZE FURNITURE TO LOOK SPACIOUS

## Laundry Room

- ORGANIZE SHELVES AND CABINETS
- STORE AWAY ANY REMAINING CLOTHES
- CLEAN THE DRYER VENT
- DECLUTTER AND WIPE SURFACES
- WIPE DOWN WASHER AND DRYER

## Overall Interior

- REMOVE PERSONAL PHOTOS
- CLEAN FILTERS AND VENTS
- ORGANIZE EVERY CLOSET & ROOM
- RE-PAINT WALLS NEUTRAL TONE
- CLEAN FLOORS, BASEBOARDS, AND TRIM
- REPAIR HOLES OR CRACKS IN WALLS

## Exterior

- REMOVE WEEDS & ADD FRESH MULCH
- REMOVE ANY COBWEBS AND NESTS
- PRESSURE WASH WALKWAYS
- REPAINT FRONT DOOR & MAILBOX
- CONFIRM ALL WINDOWS ARE OPERABLE
- CLEAN PATIO FURNITURE
- ADD FRESH PLANTS IN BARE AREAS
- TRIM ANY TREES AND SHRUBS

# PRICING

## WHAT'S MY HOME WORTH?

*Before our appointment, I will put together a complete Comparative Market Analysis (CMA) that includes prices for recently active and sold homes, similar to yours, within the same neighborhood or vicinity.*

*We'll determine the right price together. It helps if you can prepare a list of all the upgrades & improvements (with dollar amounts) over the course of your homeownership.*



It's important to price your home correctly the first time. Price reductions appear as though it was initially over-priced and scare buyers away while pricing too low can possibly leave money on the table.

**We will talk A LOT about pricing your home within the right \$25K increment** so the highest amount of potential buyers see your home within the first few weeks of being listed.

If you're expecting a bidding war, you must have a home that makes people want to pay more than fair market price.



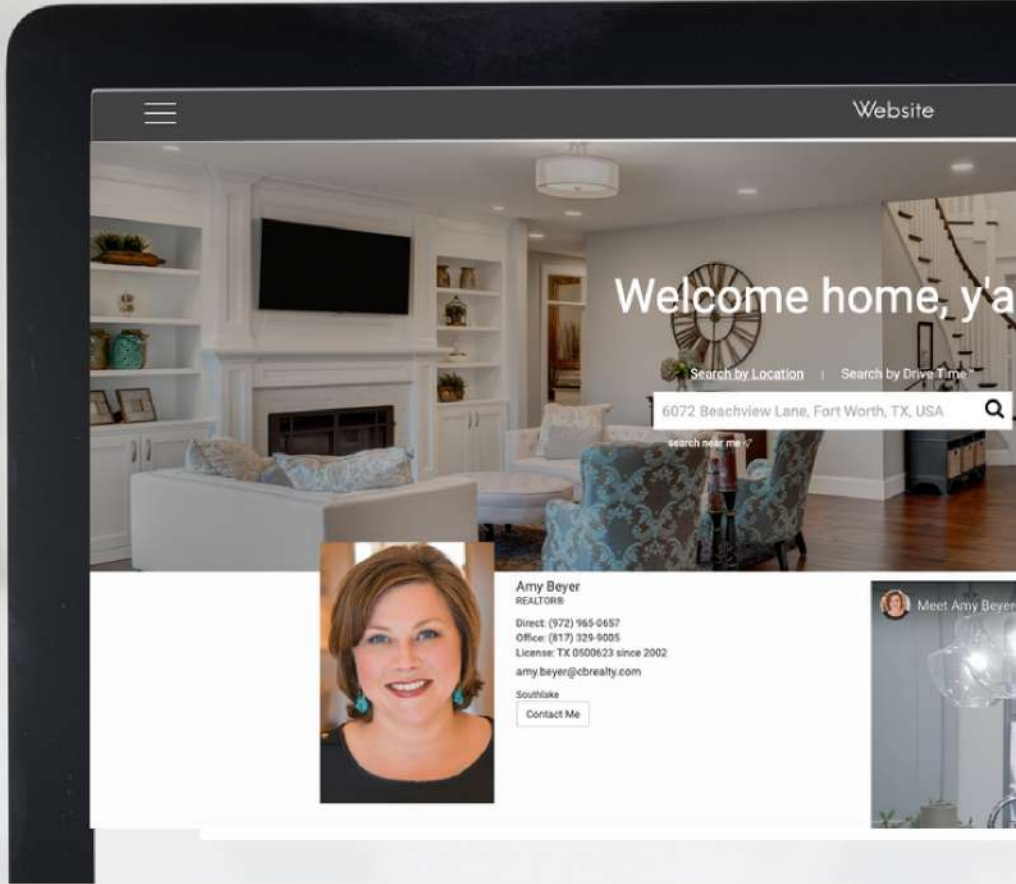
# *Traditional*

## MARKETING ON **STEROIDS**



## TAPPING INTO THE POWER OF SOCIAL MEDIA

Using our process, we get thousands of hits and shares per month. Your home will be exposed to a broad -yet targeted- audience.



## CLIENT CARE & COMMUNICATION

We will be your partners as we work together to get the best price in a timely fashion. While we market your home, we know you want to be informed and involved. We will outline our system for metrics and marketing performance.

## HIGH-QUALITY MARKETING MATERIAL

The quality of marketing materials representing your home has a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide top-of-the-line digital and physical assets.

## ENGAGING THE REAL ESTATE COMMUNITY

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also go the extra mile to engage the real estate community.

## TRADITIONAL MARKETING ON STEROIDS

Though we are experts at online and social media marketing, we do not ignore traditional methods that are still effective like Open Houses Just Listed / Just Sold postcards.



# HIGH QUALITY MARKETING MATERIALS



*The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, I provide:*

Professional photography capturing interior & exterior images

Professional videography to create a high definition video & virtual property tour with description of your home

Full color marketing brochure with photos, features & QR code

An individual property website which includes:

- printable listing flier
- photo gallery
- virtual tour
- property map
- reports for buyers showing nearby amenities, school scores and distance, community information, and city demographics

Search engine optimization (SEO) of all marketing materials by Digital Marketing Specialist for maximum online exposure

All materials cell phone compatible (91% of buyers use cell phones in their home search)

Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)



# PREPARING FOR

# Photos

## GENERAL

- Remove all superfluous items to create more space.
- Deep clean and declutter
- Remove all children and pet toys
- Remove pet bowls, crates, etc.
- Open curtains and turn lights on
- Replace all burned out lightbulbs
- Hide unattractive views with semi-sheer curtains
- Turn all fans off
- Remove all family photographs
- Remove signs of political or religious preferences
- Remove any newspapers magazines or mail

## BEDROOMS

- Make all beds
- Clear clutter from dressers
- Remove all personal items
- Tidy up toys clothes and valuables
- Create space in closets by removing extra clothing
- Replace toilet paper with fresh rolls

## BATHROOMS

- Leave toilet seat down
- Clear all clutter or countertop
- Remove all rugs/bathmats
- Remove soap and shampoo containers
- Remove dirty towels
- Arrange fresh accent towels
- Place a small fresh plant out for decoration

## KITCHEN

- Remove small appliances from counters
- Remove all rugs and dishtowels
- Place fresh flowers or fruit bowl on the counter for decoration
- Remove magnets from the refrigerator
- Ensure that all visible areas are freshly cleaned
- Store garbage can out of sight
- Replace paper towel with fresh rolls

## LIVING ROOM

- Turn off the TV and hide remotes
- Place pillows and throw blankets neatly in place
- Declutter coffee tables and shelves

## DINING ROOM

- Declutter all areas
- Place a simple centerpiece on the table
- Ensure that chairs are neatly arranged

## EXTERIOR

- Place garbage bins in the garage
- Ensure hoses are coiled neatly
- Uncover and clean barbeques
- Close garage door
- Ensure landscaping is freshly manicured
- Place a fresh wreath and doormat at the entrance to the home

# TAPPING THE POWER OF SOCIAL MEDIA & THE INTERNET



A RECENT **NAR REPORT** SAID THAT REAL ESTATE ACTIVITY ON SOCIAL MEDIA HAS DROPPED - BUT THAT'S BECAUSE MOST AGENTS DO NOT UNDERSTAND HOW TO USE IT EFFECTIVELY.

# DISRUPTIVE DIGITAL MARKETING

*...sing our process, we get thousands of hits and shares  
...er market. You can hold the ball to expect a broad—yet  
...rge target audience by*

- Pre-market listing to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization
- Target Market paid advertisement on social media featuring the property tour video which generates over 15,000+ views, comments, likes and shares (reach)
- Create cookies on the backend of the marketing to capture target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Homes.com and AmyBeyerRealtor.com
- Weekly Facebook Ad Campaign targeting local and out of area buyers (leads)
- Instagram posts to reach the Millennial market
- Virtual tour and photos on AmyBeyerRealtor.com with description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Immediate follow-up to online inquiries by phone or by sending video response via text or email

JUST LISTED

5216 ZANE DRIVE  
FLOWER MOUND

# CLASSIC IS ALWAYS IN STYLE

*Though I specialize in online and social media marketing, I also use timeless and classic traditional methods that are still effective today, which include:*

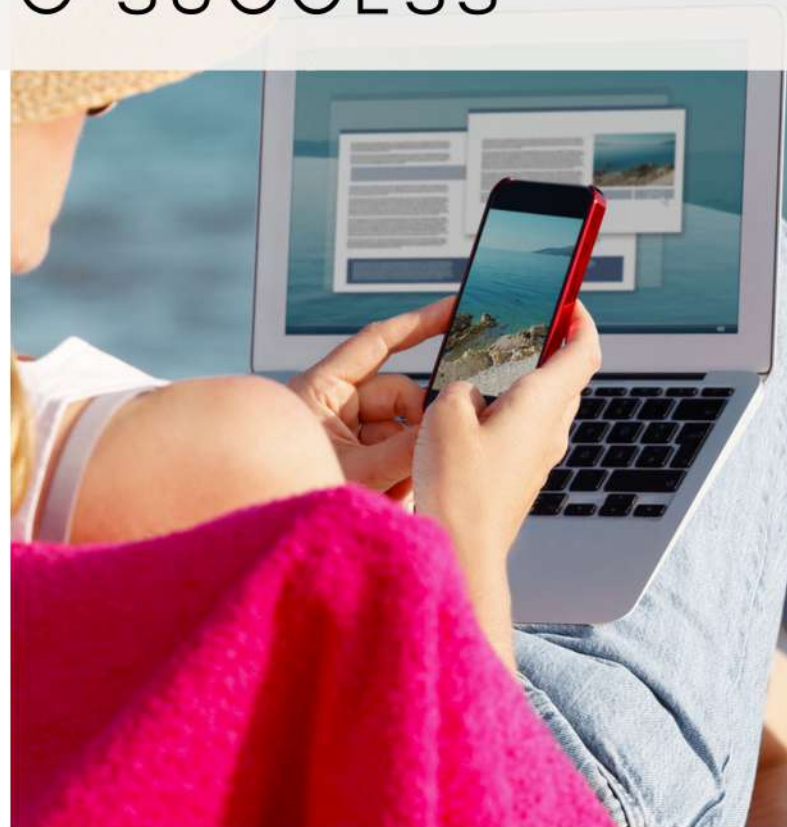
- Send an E-Flier to both local & out-of-area agents with link to your home's website (distribution by # of agents in the county)
- Contact Preferred Lenders for any prospective buyers in their network
- E-mail "Just Listed" with links to your home's website to my database (1,500+)
- Perform a reverse prospecting search to identify prospective buyers in MLS
- US Mail postcards to 50 surrounding neighbors with invitation to Neighbors-Only Open House
- Schedule Public and Broker Open Houses



# COMMUNICATION IS THE KEY TO SUCCESS

*While the marketing and showing activity is happening, I'm working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. My team also gathers the info necessary to ensure a smooth transaction. To that end, we:*

- 🍃 Immediately send video responses to buyer leads via e-mail and text
- 🍃 Improve the ad-copy of any under-performing marketing campaigns by analyzing & viewing results of each campaign's ROI
- 🍃 Meet weekly to cover every step in the marketing campaign of your home
- 🍃 Reassess pricing if online traffic is not converting into offline tours and/or contracts
- 🍃 Answer any questions that arise throughout the transaction via our full staff of specialists
- 🍃 Open title and research ownership / deed type from Title Company
- 🍃 Research property's current land use, zoning, deed restrictions and easements
- 🍃 Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS printout
- 🍃 Verify that your property is free of all liens



*Once the sale of your home is pending, I stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:*

Verifying with buyer's Agent and Lender to ensure buyer is properly qualified, ready and able to purchase (verified employment, reviewed taxes, bank statements, credit report, DTI, etc.) before accepting the offer.

Provide weekly communication to you via e-mail about the status and progress of sale.

Text message and e-mail reminders to you about appointments and deadlines of escrow, disclosures, buyer inspections, appraisal report, buyer final walk through, signing loan documents, and final closing documents

## PREPARING

- Costs & Timing
- Upgrades
- Repairs
- Staging
- Updating
- Minimize/Declutter
- Landscape
- Painting
- Cleaning

## DISCLOSURE

- What to Disclose
- Use Exact Dates
- HOA Restrictions
- Title Liens
- Death, Flood, Major Renovations and Repairs, Sump Pump, Golf Course, Noise, Mold, Location, Utilities, Filled-in Pools, etc.

## MARKETING

- Traditional Marketing
- Virtual Open House
- 360 Video Tour
- Direct Mail
- Digital Marketing
  - Youtube
  - Facebook
  - Instagram
- Facebook Ads
- Retargeting Campaigns
- Digital Repurposing
- Mass Web Exposure
- Signage
- Property Website
- Print Flyers
- Open House Invitations

## SHOWING

- Policies & Procedures
- Making Arrangements
- Available Dates/Times
- Children/Pets
- Cleaning (show ready)
- Lock Box
- Alarm
- What to/Not to Discuss

## TIMING

- Market Conditions
- Pricing
- Average Days on Market
- Buying Contingency (Need sale proceeds to purchase next home)
- Moving Local, Out of State or Abroad
- Family Dynamics

## NEGOTIATIONS

- Contingencies
- % of Down Payment
- Buyer's Loan Type
- Proof of funds
- Lender Reliability
- Amount of Earnest Money
- Inspections
- Repair Negotiations
- Appraisal Issues
- Home Warranty
- Title Commitment
- HOA Docs
- Closing Date
- Repair Receipts
- Accurate Net Proceeds



# SHOWING

# Checklist

## SHOWING IN 10 MINUTES

- Secure your pets or bring them along.
- Verify that all towels have been collected.
- Make your beds.
- Clean all of the counters.
- Turn on all lights & open curtains
- Take out all garbage
- Toilet seats should be closed.
- Put everything in a basket and put it in the garage or your car.

## SHOWING IN 30 MINUTES

- Secure your pets or bring them along.
- Verify that all towels have been collected.
- Clean all of the counters.
- Make your beds.
- Turn on all lights & open curtains
- Put everything in a basket and put it in your car.
- Remove all rubbish.
- Toilet seats should be closed.
- Make sure your home smells fresh
- Vacuum all carpets
- Clear out the kitchen sink
- Sweep & mop all hard-surfaced floors

## SHOWING IN 1 HOUR

- Turn on all lights & open curtains
- Sweep & mop all hard-surfaced floors
- Make your beds.
- Clean and wipe down toilets
- Vacuum all carpets
- Put everything in a basket and put it in your car.
- Sweep front door and shake out the doormat
- Remove everything from the kitchen sink.
- Take out all garbage
- Verify that all towels have been collected.
- Clean all of the counters.
- Make sure that your home has a pleasant odor.
- Clean all glass and mirror surfaces



# MOVING

# Checklist

## 2 MONTHS OUT

- Sort cabinets, closets and drawers
- Go through bathroom items and throw away all expired items
- Donate any unwanted items to charity
- Reserve a moving company, truck or portable container
- Take pictures around your home so you know where things go

## 1 MONTH OUT

- Purchase boxes tape and other moving necessities
- Contact current services to move or cancel
- Contact services in a new area to set up
- Start packing items that aren't frequently used - be sure to label

## 2 WEEKS OUT

- Complete any necessary repairs
- Create an inventory of boxes and items
- Contact your postal office for a change of address

## 1 WEEK OUT

- Pack all remaining items that you won't need right away
- Deep clean appliances including refrigerator/freezer, microwave, stove and oven
- Pack a bag with a few days worth of clothes and toiletries for each person in the family
- Arrange for childcare/petcare during the moving day
- Set an appointment with a locksmith to have locks changed on moving day

## MOVING DAY

- Look through all closets, cabinets and dishwashers to make sure you didn't leave anything behind
- Inform the movers of any special instructions
- Pay the movers
- Do a final walk-through of each room to ensure nothing is forgotten

# TRUSTED

# Resources

*With over twenty years in the business, I have a lengthy list of tradesmen and service professionals to handle every part of the real estate transaction.*

*Scan below or visit my website to find my Vendor List.*



<https://bit.ly/AmysVendorList>

*Note: This list has been compiled over the years from my client's reviews of the companies listed. I do not make any money by referring any of these services.*



# Testimonials



Amy is hands down the best! She is extremely knowledgeable about what she does and has the passion to do it! I don't think we could have enough good things to say about her! Her personality, professionalism, and charisma are top quality! Thank you Amy for helping us in our home search, We finally did it! 😊 She's our Forever Realtor!

**MELISA WYLIE-RUBIO**



Amy is definitely the charm and the glue you need to help get you in the home of your dreams. Not only does she have many years of experience under her belt, she doesn't allow you to go into home buying blind. She always makes herself available to you when you need her, I thank God I made the right decision choosing her as my Realtor. I promise you will not be disappointed :) I recommend Amy Beyer to anyone looking to purchase a home.

**LATOYA WALKER**



We have purchased many homes in the past and have worked with many realtors. Amy was fun to look at houses with. She understands 1031 Exchange purchase. She is very good at math and asking if you are happy. She takes very good notes and keeps very good record. She is thorough and knowledgeable and that matters the most.

**VAN NGUYEN & BAO TRAN**



I haven't bought a home in many years and I was not excited about having to over-pay in today's market. I was working with another agent but I wasn't winning any offers. Amy showed me what I was doing wrong and helped me buy the house I really wanted. And I didn't have to overpay as much as I thought! She helped me all the way from the open house to getting to closing. If you need a patient real estate agent who doesn't remind repeating stuff all the time, Amy is definitely for you.

**CHUCK PARKS**

