

Sellers GUIDE

PLAN OF ACTION TO GET YOUR PROPERTY SOLD

OUR OBJECTIVES

TO ATTRACT AS
MANY QUALIFIED
BUYERS AS
POSSIBLE TO
YOUR PROPERTY.

NEGOTIATE THE
HIGHEST AND
MOST
FAVORABLE
TERMS FOR
YOU.

PROVIDE
EXCEPTIONAL
SERVICE AND INSIGHT
ON THE CURRENT
MARKET AND YOUR
LISTING.

- WHO WE ARE
- MARKETING STRATEGY
- HOME SELLING PROCESS
- COMMONLY ASKED QUESTIONS



MALLORY & MORGAN

907.398.568 | 907.398.2765

PROPERTY SISTERS.AK@GMAIL.COM

PROPERTY SISTERS

CENTURY 21 Realty Solutions

Nice to meet you!



Realtors, Property Managers, and identical twins, born and raised on the Kenai Peninsula, Mallory and Morgan are passionate about providing the highest quality of service for all of your real estate needs! With over 7 years of experience in the industry, whether you are seeking a house to call home, an investment property to expand your portfolio or seeking a Realtor to represent you on the sale of your property, our experience and knowledge in the industry goes hand in hand with the quality of service we strive to provide to every client.

OUR MARKETING STRATEGY

OUR MARKETING PLAN FOR LISTINGS IS VERY STRATEGIC IN ORDER TO MAXIMIZE THE EXPOSURE AND TAKE FULL ADVANTAGE OF OUR COMBINED MARKETING REACH. WEB PRESENCE IS A KEY FACTOR IN MARKETING TO GET A PROPERTY SOLD. YOUR PROPERTY WILL HAVE ITS OWN CUSTOM WEBSITE FOR BUYERS TO VIEW, A YOUTUBE CHANNEL WITH A VIRTUAL TOUR AND BE FEATURED ON OVER 180+ WEBSITES WORLDWIDE IN ADDITION TO SOCIAL MEDIA.

OUR CENTURY 21 OFFICE WILL TOUR THE PROPERTY WHICH CONSISTS OF OUR ENTIRE OFFICE OF LICENSED REALTORS WALKING THROUGH THE PROPERTY AND PROVIDING DETAILED FEEDBACK ON THE LISTING. THESE MARKETING STRATEGIES HAVE PROVEN TO BE EFFECTIVE FOR US ALLOWING REALTORS AND AGENTS TO GET A FIRST HAND LOOK SO THEY CAN PROVIDE DETAILS TO ANY POTENTIAL BUYERS THEY MAY BE WORKING WITH OR COME IN CONTACT WITH. ADDITIONALLY, WE WILL MARKET YOUR PROPERTY IN THE REAL ESTATE GUIDE THAT IS PRINTED AND MAILED OUT COMMUNITY WIDE.

**FEATURED IN
THE MONTHLY
REAL ESTATE
GUIDE!**

**YOUR LISTING
ON 170+
WEBSITES
NATIONWIDE!**

**FEEDBACK
FROM OUR
ENTIRE OFFICE
OF LICENSED
REALTORS!**

The more people who see your home, the more likely you will sell it for top market price.

90% OF HOME BUYERS SEARCHED ONLINE DURING THEIR HOME-BUYING PROCESS.

92% OF BUYERS CONSIDER PROPERTY PHOTOS ESSENTIAL.

40% MORE VIEWS OCCUR WITH A VIRTUAL TOUR THEN THOSE WITHOUT.

WHY USE A REALTOR® TO SELL YOUR PROPERTY?

ACCORDING TO NAR 2022 PROFILE OF HOME BUYERS AND SELLERS REPORT WITHOUT A REALTOR®, FOR SALE BY OWNER HOMES SELL FOR ABOUT 26% LESS THAN AGENTED PROPERTIES.

PLAN OF ACTION TO GET YOUR PROPERTY SOLD FOR TOP DOLLAR

EVALUATE YOUR PROPERTY AND COMPETING PROPERTIES USING A COMPARITIVE MARKET ANALYSIS.

PRICE YOUR PROPERTY COMPETITIVELY TO ATTRACT THE GREATEST NUMBER OF QUALIFIED BUYERS.

HIRE A PROFESSIONAL PHOTOGRAHER TO TAKE PICTURES OF YOUR PROPERTY FOR ALL MARKETING.

LIST YOUR PROPERTY IN THE MULTIPLE LISTING SERVICE.

PROVIDE SUGGESTIONS AND FEEDBACK TO ENSURE YOUR PROPERTY STANDS OUT IN THE MARKET.

UPDATE YOU ON THE CURRENT MARKET AND ANY CHANGES IN THE MARKET.

PROVIDE FEEDBACK FROM ALL SHOWINGS.

ASSIST YOU IN NEGOTIATING THE BEST POSSIBLE OFFER AND TERMS.

FROM LISTED TO

Sold!

PROPERTY SISTERS

CENTURY 21 Realty Solutions

HOME SELLING *process*



PLEASE NOTE THE ABOVE ITEMS ARE FOR A TYPICAL RESIDENTIAL TRANSACTION AND ALL STEPS MAY NOT BE APPLICABLE TO YOUR PROPERTY. THE TYPICAL TRANSACTION IS AVERAGING 45-60 DAYS FROM ACCEPTED OFFER TO CLOSING WITH A BUYER USING FINANCING. CASH OFFERS ARE AVERAGING 30-45 DAYS. TIMELINES SUBJECT TO CHANGE WITH MARKET DEMANDS.

COMMONLY ASKED QUESTIONS

WHAT ARE YOU GOING TO DO TO SELL MY PROPERTY?

WHEN YOU LIST YOUR HOME WITH US WE WORK TOGETHER AS A TEAM TO ACTIVELY AND AGGRESSIVELY MARKET YOUR PROPERTY. THE TWO OF US TEAM UP TO BRING YOU OUR COMBINED SKILL SET, MALLORY'S STRONG NEGOTIATING SKILLS ALONG WITH MORGAN'S HEAVY ONLINE MARKETING PRESENCE ENSURE YOUR PROPERTY GETS THE BEST EXPOSURE AND THE BEST OFFER TERMS FOR YOU.

WHAT IF WE LIST HIGH AND REDUCE LATER?

IN TODAY'S MARKET A LARGE MAJORITY OF BUYERS WILL NOT LOOK AT AN OVERPRICED LISTING. YOU WANT THE LARGEST NUMBER OF BUYERS LOOKING AT YOUR PROPERTY RIGHT WHEN IT HITS THE MARKET, WE ALWAYS RECOMMEND LISTING PROPERTY AT THE RIGHT PRICE IN ORDER TO LET THE CONSUMER DRIVE THE PRICE UPWARD IF WE ARE IN A LOW INVENTORY MARKET. LISTING A PROPERTY HIGH AND REDUCING SHORTLY AFTER CAN MAKE A BUYER ASSUME YOU ARE IN A POSITION TO NEGOTIATE EVEN LOWER.

WHY CENTURY 21?

WE ARE THE NUMBER 1 BRAND IN REAL ESTATE. CONSUMERS KNOW AND TRUST A NAME THEY RECOGNIZE. YOUR LISTING GETS GLOBAL EXPOSURE. WITH THE TOOLS AND SOFTWARES PROVIDED THROUGH CENTURY 21, YOUR PROPERTY IS GUARANTEED TO GET THE HIGHEST LEVEL OF ONLINE EXPOSURE. THE CENTURY 21 WEBSITE RECEIVES OVER 5 MILLION VIEWS A MONTH ENSURING YOUR LISTING IS VIEWED BY HUNDREDS OF CONSUMERS.



MALLORY & MORGAN

907.398.568 | 907.398.2765

PROPERTY SISTERS.AK@GMAIL.COM

PROPERTY SISTERS

CENTURY 21 Realty Solutions