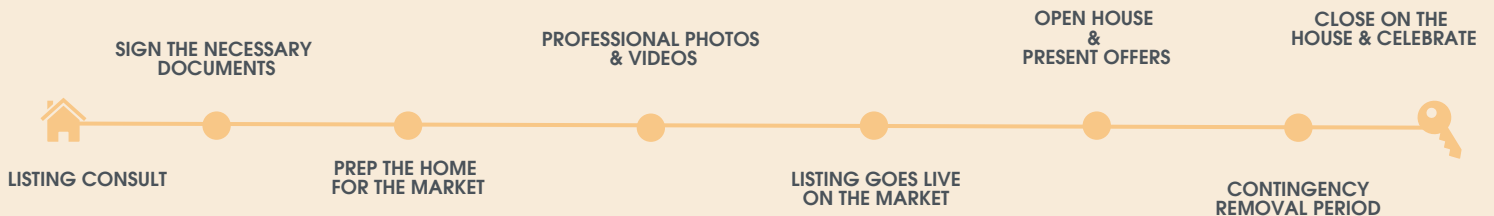


SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead, it can be the glorious start to a new chapter—the reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING.

Now let's get down to it. Front Porch Realty can get your home on the market within 48 hours, but is it really in your best interest to do that? To properly prepare and market your home, we request 2 weeks to get your home active in the market.

Need clarification on the process? The QR code will take you to the exclusive Real Estate Library that only my clients can access. In this library, you will have all of the videos explaining each section of the journey!



Timeline

GO SLOW TO GO FAST

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

CLEAN & PREP

- Begin packing
- Remove all clutter
- Remove personal items
- Deep clean the home

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 Reels, and designer style photos

PHOTOS & VIDEOS

- Content shoot day
- Detail photos of the home
- Immersive Video
- Long and Short Form Video

OPEN HOUSE

- Opening Weekend
- Music, Appetizers, and Beverages out for mingling

COMING SOON

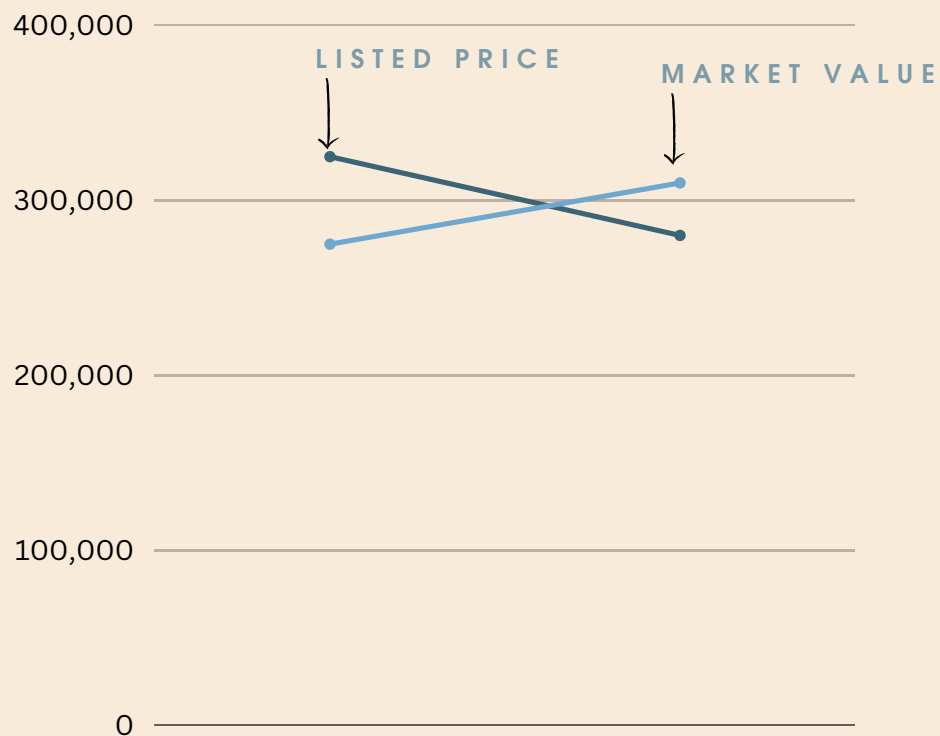
- Sign is placed in the yard
- "Delayed" Status in the MLS
- No showings until open house
- Generate interest and excitement



SETTING THE RIGHT PRICE

You know what happens when you overprice a house? *Nothing*. Nothing happens. The home doesn't get many showings scheduled and there are no offers that come in at first. But wait! The worst part of it all is that the home accumulates the days on the market, and the longer it sits, the lower the offers are.

Pricing is a science and the single most important strategy you will employ when going to market. During your listing consultation we will make sure your goals align with the market conditions and make a plan together, so we can avoid the first paragraph overall.





PHOTOGRAPHY AND VIDEOGRAPHY

THIS IS WHERE WE SHOW THE DIFFERENCE BETWEEN OUR TEAM VERSUS THE OTHERS.

VIDEO AND PHOTOS.

Having great photos are important, but we strive to be transparent and our photos will reflect that. As for videos, we believe that videos share the story and puts life back into the home search. Every home will come with its own long and short form video and it will be boosted on all social platforms, selling platforms, and YouTube. You would be amazed by the number of buyers that find their home on social media, and we'd love to prove it. That is what separates us from the others.

STAGING YOUR HOME

HAVING YOUR HOME CLEANED AND DECLUTTERED WILL INCREASE ITS
VALUE BY 3%-5%

01 Kitchen

- Clear off all countertops, including kitchen equipment and paper towel holder
- Remove the trash bins from any view
- Clear the refrigerator of personal items

02 Family Room

- Remove all personal items from the space
- Remove any additional furniture to declutter
- Remove unmatched pillows

03 Bedrooms

- Remove all personal items from the space
- Replace bedding with natural solid colors if possible
- Remove 30% of clothes in your closet

04 Bathrooms

- Remove all items from the countertops
- Remove items from the shower
- Have matching towels (bath, hand, and face towels)

05 Backyard

- Remove any additional furniture as much as possible, such as kid toys and dog toys
- Trim up the bushes and yard
- Add plants in the yard

06 Front Entry

- Add trendy furniture to the Front Porch, such as pillows, door mats, and plants
- Trim up the bushes and maintain the yard

07 Throughout

- Remove all personal photos & relocate high-priced items
- Touch up the walls with paint

CONTINGENCY PERIOD



In real estate, a contingency is a clause in a purchase agreement allowing one or both parties to back out of the deal if certain conditions are unmet.

01 Inspection Contingency

This allows the buyer to back out of the deal if the home inspection reveals major problems. This protects the buyer from purchasing a property with hidden defects. Mark all known defects in the Real Estate Condition Report.

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from the lender, or at least without talking with the lender first.

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the appraisal value matching the purchase price.

04 Home Sale Contingency

This is contingent upon the buyer selling and closing on their current home. Before accepting the offer, we do our due diligence and review their current property to see the likelihood of it selling.