

# SELLER'S GUIDE

## Connect with your Community & Leave a Legacy

by closing with REALgratitude™

Selling your home is a big decision, but it's also an opportunity to make a lasting impact on the community you've been part of. REALgratitude™ helps you leave a positive legacy through a thoughtful, community-centered approach to selling your property.



### Option 1: Go to Market

When selling your home, you can use the sale as a chance to give back and connect with your neighbors. Here's how we do it:



#### Door Knocking and Open House Invitation

We'll personally invite your neighbors to the open house, making it a community event to talk about. Neighbors can come see the property and bring donation items for a non-profit of your choice. Statistics show that a significant percentage of buyers come from local connections, and involving neighbors often results in more foot traffic and offers. It also gives you traction in the community, ensuring your property stands out.



#### Local Business Sponsorship

To attract even more attention, we collaborate with a local business to sponsor the campaign. The business can offer discounts or promotions to both attendees and donors, using their resources to help spread the word and drive foot traffic and interest to your open house.



#### Social Media Marketing

We'll harness the power of social media to promote both your home and the charitable aspect of the sale. This added visibility and "share-ability" will boost interest in your property while showing that you care about leaving a positive impact.



### Option 2: Sell to an Investor

If selling to an investor better suits your needs, you can still make a positive contribution to your community. Here's how REALgratitude supports you:



#### YOU choose the Non-Profit

When you sell to an investor, we'll ensure that when the home does go to market, the sale benefits a non-profit of your choice, allowing you to leave your legacy.



#### Ethical Investor Alignment

We prioritize working with investors who share your values. By selecting an investor with a strong community ethos, you can feel confident that you're making the right decision for both your financial needs and the community's future. This way, you avoid any guilt or regret that may come with selling to an investor, knowing you've chosen someone who cares about giving back.



Remember: There's nothing wrong with selling to an investor when it meets your needs. What matters is ensuring that the sale aligns with your values, and that's what REALgratitude™ is here to help you achieve.

## SELL WITH REALgratitude™

### Selling your home is more than a transaction

It's a way to connect, contribute, and leave a lasting legacy in your community. Whether you choose to go to market or sell to an investor, we ensure that your home's sale benefits both you and the community you care about.



"REAL" Barkley-Romero



673-887-3885



[www.REALgratitude.homes](http://www.REALgratitude.homes)

