



# HOME SELLING GUIDE

Selling WITH CC  
BUY • SELL • BUILD

**kw** ATLANTIC  
PARTNERS  
KELLERWILLIAMS. REALTY



# THANK YOU

*Thank you for choosing to put your trust in our team to sell your home.*

*We do not take this lightly and put our heart into every listing as if it were our own. We believe no one succeeds alone so it makes sense that you have a powerful team to take care of your number one investment.*

*We've helped over 2,500 families move and we hope you feel like number 1. Our commitment is that we will work hard, negotiate hard, communicate often and sell your home. Our goal is that when we do this we will have earned your trust and at least one referral from you.*

*Welcome to the SCC family.*

**CC Underwood**  
Owner and CEO

# MEET YOUR TEAM



LAUREN FISHER

Director of Team  
Engagement



MELLISA UNREIN

Transaction  
Coordinator



HANNAH CARNES

Director of Marketing



MARY DUONG

Inside Sales Agent

## CONTACT INFORMATION

(904) 302-4800

[WWW.SELLINGWITHCC.COM](http://WWW.SELLINGWITHCC.COM)

# WHAT DETERMINES A HOME TO SELL FOR THE HIGHEST PRICE



How it *Shows*



How it is *Marketed*



Communication



How it is *Priced*

# HOW IT SHOWS ONLINE AND IN PERSON

## **We list properties to shine and sell.**

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see—and they've already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



**Photography**



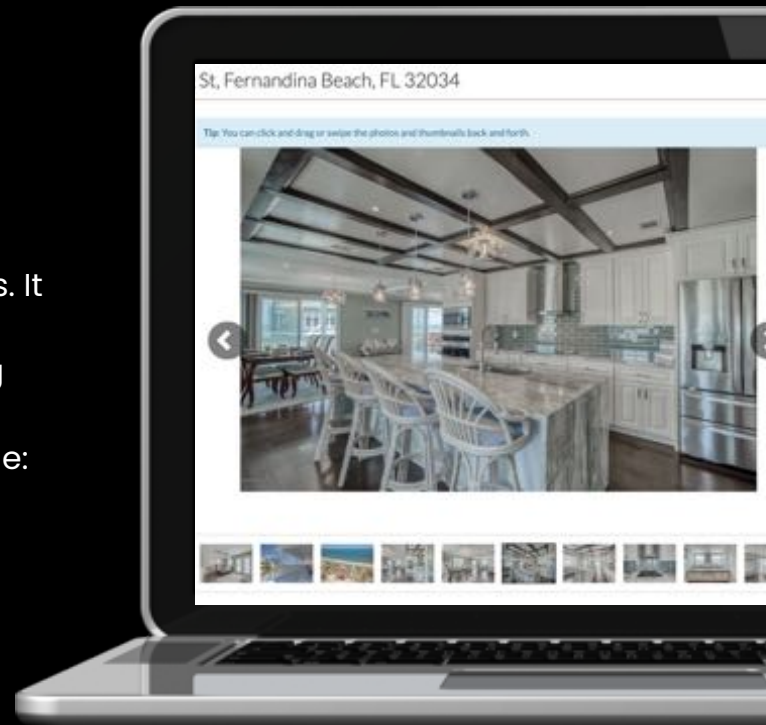
**Photo  
Editing**



**Staging &  
Repair**



**Video**



# STAGING YOUR HOME

We offer vacant staging, both virtual and in-house, as well as staging of your home's current furniture.

## Before



## After



# HOW IT'S MARKETED

Virtual Tours



Direct Agent  
Prospecting



Realtor Office  
Meetings



**We'll sell it FASTER and for MORE MONEY**

We annually review data from the NAR's profile of buyers and sellers that tells us exactly where buyers first found the ACTUAL property they purchased.

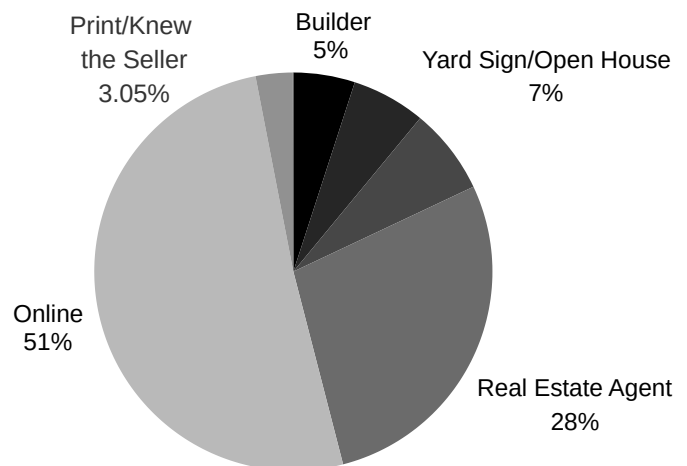
Within that data, we adapt our marketing strategy and resources to match where the MOST buyers are finding properties just like yours, so that we can sell it faster for more money,

## Agent to Agent

**28% of Buyers first found their home because a real estate agent send, showed, or notified them.**

Although we promote your property to all the local agents, we focus on those that active buyers and those that have sold in your area.

### WHERE BUYERS FOUND THE HOME THEY PURCHASED



# ONLINE ADVERTISING

**97% of all buyers used the Internet during their home search.**

You won't find a team with a more aggressive internet marketing strategy. We have the team and the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up fast.

## Brokerage Websites

**Our technology allows us to showcase your property on all major brokerage websites like Compass, ReMax, Coldwell Banker, EXP and Keller Williams.**

COMPASS

RE/MAX<sup>®</sup>



exp<sup>®</sup>  
REALTY

kw  
KELLERWILLIAMS.

## Listing Portals

**We get your property featured more often on the most popular sites like zillow, Trulia, Realestate.com, Realtor.com and hundred more.**

trulia



realtor.com<sup>®</sup>



# AD TARGETING

## LOCATIONS SEEING YOUR AD



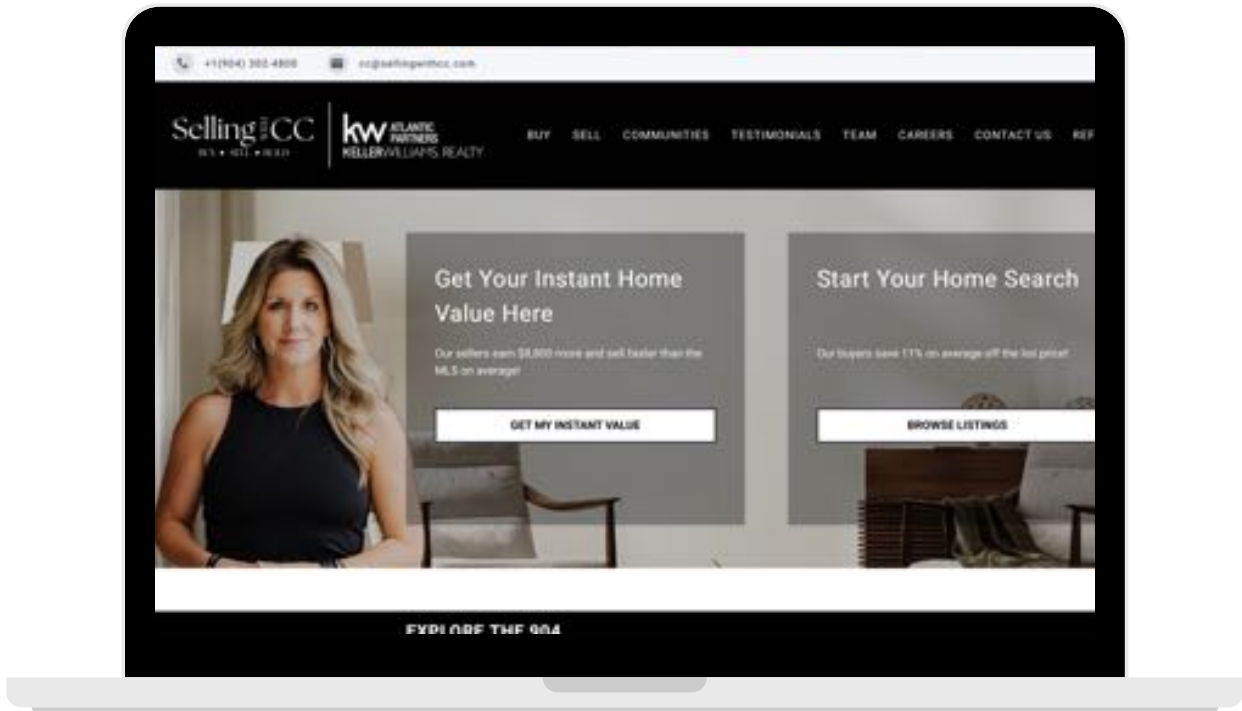
## TOP 10 LOCATIONS

1. California
2. Florida
3. Texas
4. New York
5. Georgia
6. Illinois
7. Pennsylvania
8. Ohio
9. North Carolina
10. Maryland

*We actively monitor our Google Ad analytics and use the data to adjust targeted locations on Facebook. The top 10 locations are being targeted on our Facebook and Instagram account.*

# SEARCH ENGINES

**Google, Bing, Yahoo. Nobody knows search engines better! We are experts in both organic and paid results.**



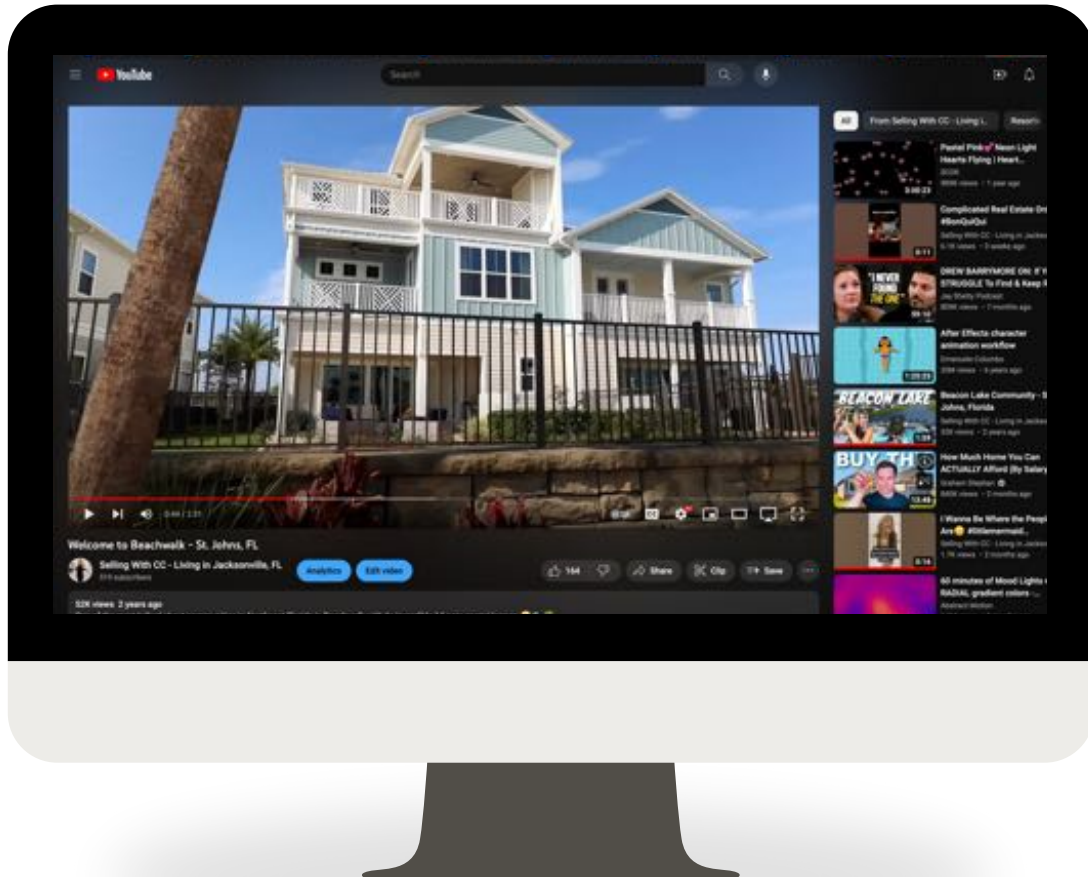
# SOCIAL MEDIA

**Facebook, Instagram, LinkedIn, and YouTube, just to name a few of the places we share, promote and pay to showcase your property.**



# VIDEO MARKETING

Videos Make Your home stand out and attract more buyers



## Our BUYER Database

Our database contains **THOUSANDS** of active potential buyers looking for properties right now.

## Traditional Marketing

### Yard Signs/Open Houses

Approximately 7% of buyers found the property they actually purchased from a Yard Sign or Open House

### Print

Less than 1% of buyers found the property they purchased through print advertising

# COMMUNICATION

## With You

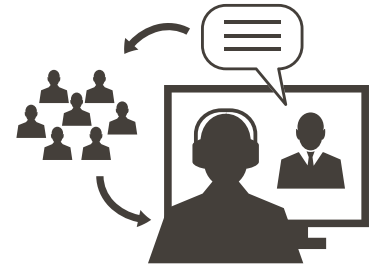
Consistent communication from our agents, transaction coordinators and marketing team. We believe that setting great expectations, working as a team and executing our marketing plan, is what makes us special and ultimately helps you get what you want.

## Market/ Marketing Updates

Feedback is the breakfast of Champions. We actively watch the market and give you feedback on market changes as well as what our marketing looks like with your home.

## During the Transaction

Our Transaction Managers will keep you informed on dates and times, what to expect and what will happen next. They will assist in scheduling vendors and closing. You will always be able to reach us via phone, text or email.



## With Agents

We actively communicate with every agent that shows your home. We collect feedback to see what their buyers are looking for. We negotiate fiercely for your money while looking for win win solutions to get you to closings.

## Showing Feedback

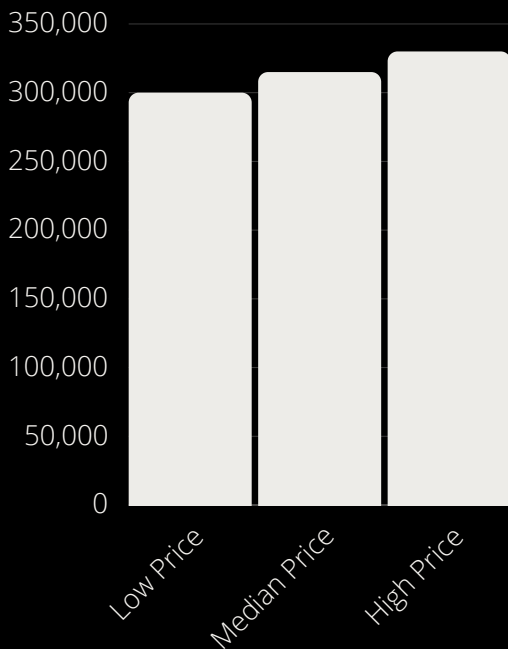
Whenever an agent shows your listing, we aggressively attempt to reach them so that we can provide you unfiltered feedback that you need to compete in this market.

## With Buyers

When a buyer visits our website, calls on our sign or responds to our social media ads our online sales team will reach out to prequalify them for your home and set a showing with one of our agents. Buyer can directly request a showing on our website.

# HOW IT'S PRICED

## Accurate Pricing



### 5-5-5 Strategy

The right price for your property is not determined by any one agent or seller- it's determined only by current market conditions.

We access accurate, up-to-date MLS data to select up to 5 active, 5 pending, and 5 sold properties that are the most comparable in features and amenities to your property. Combined with our in-depth knowledge of market statistics, this method assures we price your property correctly, so your property sells for the price you deserve.

## Days on market vs. Sales Price



# DEDICATED ONLINE SALES TEAM

**The number 1 complaint home buyers have with agents is that they cannot reach them on the phone**

Our online sales team is available 7 days a week to answer buyer phone calls, sign calls, social and website inquiries.

- We talk to more buyers about your home
- We qualify them based on approval and urgency
- We call current buyers that may be a good fit
- We are available

## How We Make You More Money

**Our listings sell for 99% of the list price, the average agent in the MLS sell for 97% of the list price and sits longer**

### SCC Team

$$\$450,000 \times 99\% = \$445,500$$

$$\$445,500 \times 3\% = \$13,365$$

What you get

$$\$445,500 - \$13,365 =$$

**\$432,135**

Example

### MLS Average

$$\$450,000 \times 97\% = \$436,500$$

$$\$436,500 \times 2\% = \$8,730$$

What you get

$$\$436,500 - \$8,730 = \mathbf{\$427,770}$$

**Hire us and keep more of your money!**

# OUR MARKETING PLAN

## BEFORE WE GO LIVE

- Review of current market data, neighborhood listings and your pricing strategy
- Staging your home - we assist you in staging of your home furniture, adding virtual and in home professional stagers, cleaners, pre listing handyman touchups, landscapers and other trusted vendors to make your home stand out and show it's very best.
- Upgrade List - we help you organize a list of upgrades and costs associated to add value to negotiate with a buyer. (one way we prepare to fight for your money)
- Collect and organize documents - Disclosures, floor plans, Survey, etc
- Photography and Video - we coordinate all professional photography, and video. Edited to show your home the very best online (where 97% of buyers search)
- Create property description that engages buyers
- Pre market - Market your home in "coming soon" (opt in) up to 2 weeks to our personal database of over 30,000 potential customers, up to 14,000 local realtors (multiple MLS as needed) and thousands of potential buyers in outside areas looking to relocate
- Answer phone calls, texts, emails about your property from potential buyers and qualify them to see your home when it goes live
- Discuss your property with agents on our team to see if we have an active buyer
- Our online sales professionals review the team's list of potential buyers in our database and call/text/email to see if they are interested



# OUR MARKETING PLAN



## YOUR FIRST 24 HOURS LIVE

- Re-Advertise your home as live on the market up to 14,000 local realtors that your home is ready for showings
- Schedule first set of Buyer showings
- Open House - advertise on MLS, Zillow, RDC and Social media ads
- Create a list of active buyers in the MLS and send a personal email about your home to their realtor
- Create a website for your home that is shareable for you
- Create FB and Instagram posts for our 8,000+ business followers and then share to our team agent's personal page
- Feed your home's listing to Zillow, Trulia, realtor.com, all Broker websites and hundreds of other real estate search sites
- Advertise listing to multiple outside Florida MLS (more agent to agent marketing)
- Promote your home on Google



# OUR MARKETING PLAN

## YOUR FIRST 30 DAYS

- Open House - 10-15+ street and neighborhood open house signs
- Promote listing in our weekly email subscription
- Create a FB ad that targets buyers in other cities and states looking to relocate (NY, NJ, TX, CA, NC, GA, CO, other FL cities)
- Respond to buyer inquiries from Facebook, Instagram and YouTube
- Answer buyer sign calls and qualify them
- Respond and communicate with potential buyer inquiries from our website
- Put potential buyers in contact with our preferred lender and qualify them
- Discuss your home with agents and qualify their buyers
- Call agents that show your home and ask detailed questions for feedback
- Send you weekly feedback overview from buyer showings and open houses
- Feedback from agents and brokers
- Send you a marketing report that details the number of buyers that have viewed your home on listing portals and social media and how your home is performing against other actives
- Discuss changes to condition of home based on feedback if needed



# OUR MARKETING PLAN

## **30+ DAYS BASED ON MARKET NEEDS**

- Discuss price changes based on the buyer market feedback
- Discuss staging or handle other buyer objections if needed
- Review the current neighborhood market stats and look for changes
- Update the MLS(change photo order, update description) to refresh on Listing portals (Zillow, RDC, etc)
- Additional Open House with new marketing
- Call prior agents if price reduction was made to invite them back in
- Look for new buyers on searches and send them your home
- Post in Brokerage social groups for any new buyers they might have looking for a property like yours
- Post listing on business and personal socials for look for new buyers
- Run new targeted FB ad to cities and states when buyers are relocating from
- Promote listing to new buyers that have come to our website
- Online sales team continues to nurture buyers from prior sign calls and inquiries
- Make reverse offers to buyers
- Explore cash offer options



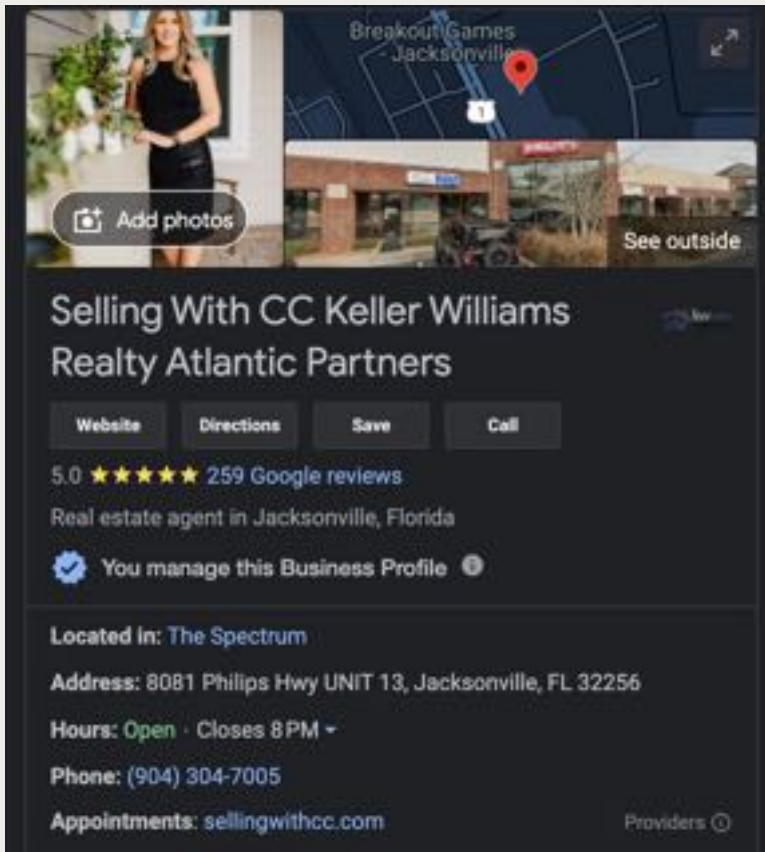
# OUR VALUE

- Offers received and accepted 2x faster
- Working with a team means more people have your back
- Top negotiators - we fight for your money
- Reputation matters - agents want to work with great agents
- SCC rewards club continues after the sale

# ADDITIONAL OFFERS

- Cash Offers\*
  - *Receive a cash offer on your*
- Reno Now, Pay Later\*
  - *We cover the costs upfront to improve the value of your home*
- Home Buy Before You Sell\*
- *Guaranteed SOLD\**
- Easy Out Agreements
- Leave your Junk Behind\*

# OVER 250 GOOGLE REVIEWS



**I love working with this team. .... she listened walked me through everything. It was amazing feeling knowing that I had someone in my corner that wasn't looking at me as a \$\$ but a client. Not only did she listen to me but she made all of it happen. I had million questions and not once did she get annoyed with me. She called, answered my calls, text at anytime...**

## THE SCC PROMISE

WE HAVE 2 GOALS



To create an experience you want and need.



From right now until we close, you'll feel so great about working with our team that you'll want to introduce someone to us that is looking to buy, sell, or build a home.

# NEXT STEPS

01  
*Choose Your Price  
& Review 5-5-5*

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02  
*Complete the  
Agreement*

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03  
*Choose Start Date*

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04  
*Marketing Takes  
Over*

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# LET'S GET SOCIAL



Check out our 250+ Google reviews



Facebook- @sellingwithcc



Instagram- @sellingwithcc



YouTube- @sellingwithcc



TikTok - @ccunderwood904

