

Seller's Guide

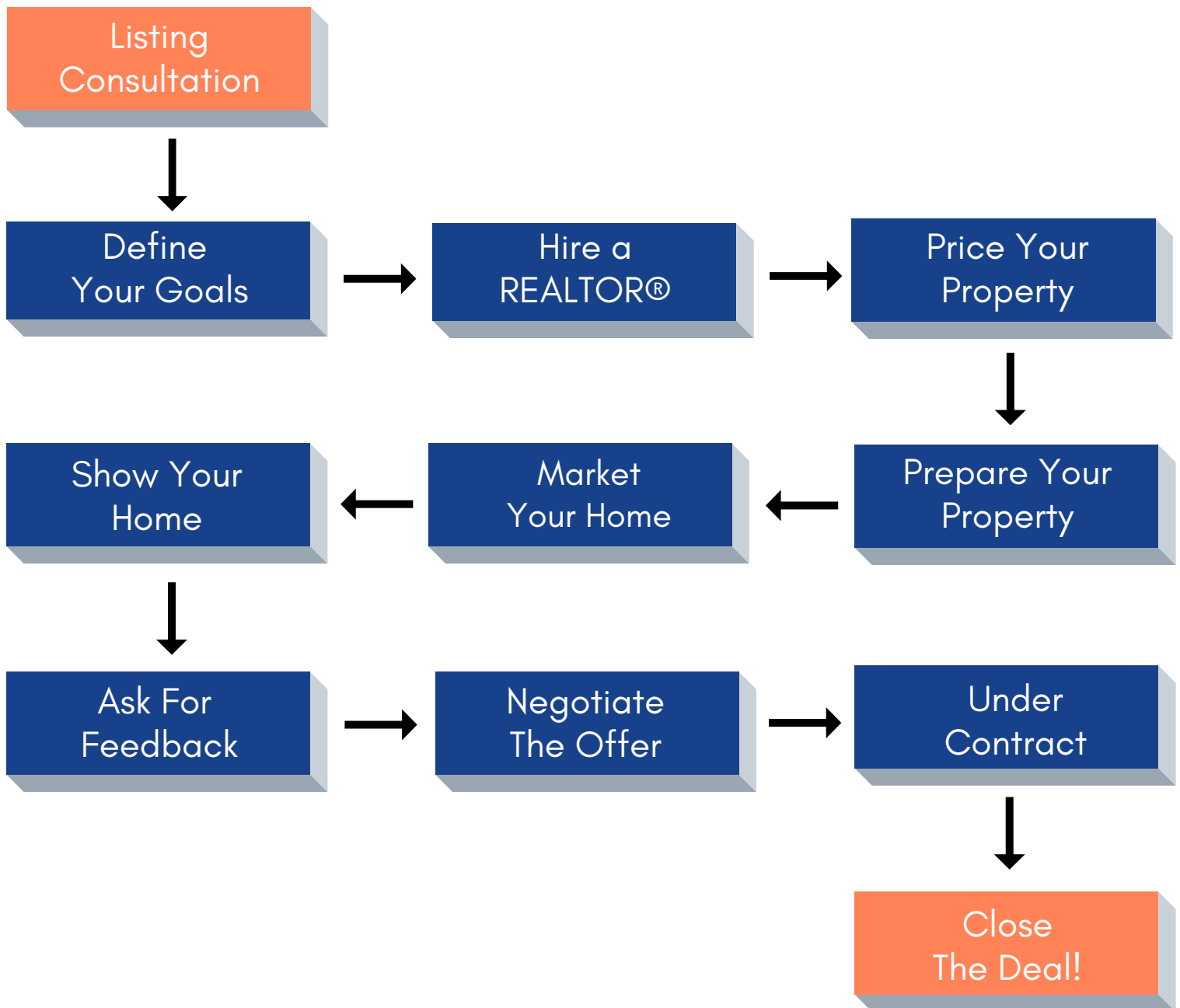
A GUIDE TO GETTING
TOP DOLLAR FOR YOUR HOME



STEVEN SINGLETON
MANAGING BROKER & REALTOR®

Ave32.com

Steps to Selling Your Home





Define Your Goals

Everyone has different reasons for selling. Here are some questions to guide you in defining your goals.

- What is the primary reason you are moving?
- What is your timeline?
- Are there any financial considerations?
- Are there any legal considerations?



Hire A Realtor®

Not All Real Estate Agents Are Realtors®

A Realtor® is a licensed real estate agent and a member of the National Association of Realtors® and to their local and state board of Realtors®. They have a wealth of information at their disposal. They are required to complete yearly continuing education and agree to abide by a 17-article Code of Ethics.

Realtors® Abide By a Strict Code Of Ethics

Every REALTOR® must abide by a strict code of ethics. This includes having a fiduciary duty to get you the most money possible on your home and always act in your best interest.

Realtors® Sell Your Home For More Money

Studies have shown that homes sold by Realtors® sell for 13% more than homes that are sold by owner.

Realtors® Get You More Exposure

The truth is, homes that are listed by a REALTOR® have the exposure of the local MLS, as well as the national real estate portals that connect to that MLS - Zillow, Trulia, Realtor.com, and more.



Your Role In The Sale

- Be flexible in the scheduling of showings.
- Ensure your home is accessible to real estate agents.
- Leave a phone number where you can be reached in case an offer is received.
 - Remove or lock up valuables, jewelry, cash, and prescription medication.
 - Make arrangements to leave your home during showings.
 - Securely pen up pets or take them with you.
- Be cautious about saying anything to buyers or their agents that could compromise your situation or weaken your negotiating position, especially pricing.
- Let me know of any changes in the property's condition that would need to be disclosed.
 - Keep your home tidy and smelling good.



My Promise to You

I welcome the opportunity to earn your business. I am confident that my experience, approach, and proven results will exceed your expectations. As your trusted partner in the sale of your home, you can expect me to provide many services, including:

- Attentive one-on-one service.
- Regular communications regarding every aspect of the home sale, from changes in the market to monitoring the activity of competing homes.
 - Assistance in negotiating offers, preparing contract documents, navigating through the buyer's due diligence, home inspection, appraisal, and financing periods.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.

Price It Right



What Affects Price?



Location

Homes in more desirable neighborhoods, high performing school districts, that are closer to shopping and entertainment, or come with additional community amenities come with higher prices.



Market

The performance of the market has an impact on pricing – metrics like home inventory, comparable properties sold, and interest rates.



Condition

Homes with remodeled bathrooms and kitchens, upgraded appliances and high-quality flooring, fresh neutral paint bring in a higher price than homes with standard features and finishes.



Terms

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty and more can make a difference.

What Doesn't Affect Price?



Cost

The amount you paid for your home is not a factor that potential buyers or appraisers consider.



Net Proceeds

How much you need to net from the sale will not be considered by potential buyers.



Improvements

Some improvements may be your personal style and may not be of value to potential buyers.



What sets the Price

The market will set the price. The price a buyer is willing to pay and a seller is willing to accept at that point in time. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.

Research shows that when a house is overpriced upon the first day of its listing, and subsequently requires price reductions, it can take up to three times longer to sell that house and the selling price will likely be **far less** than if the house had been priced right at the onset.

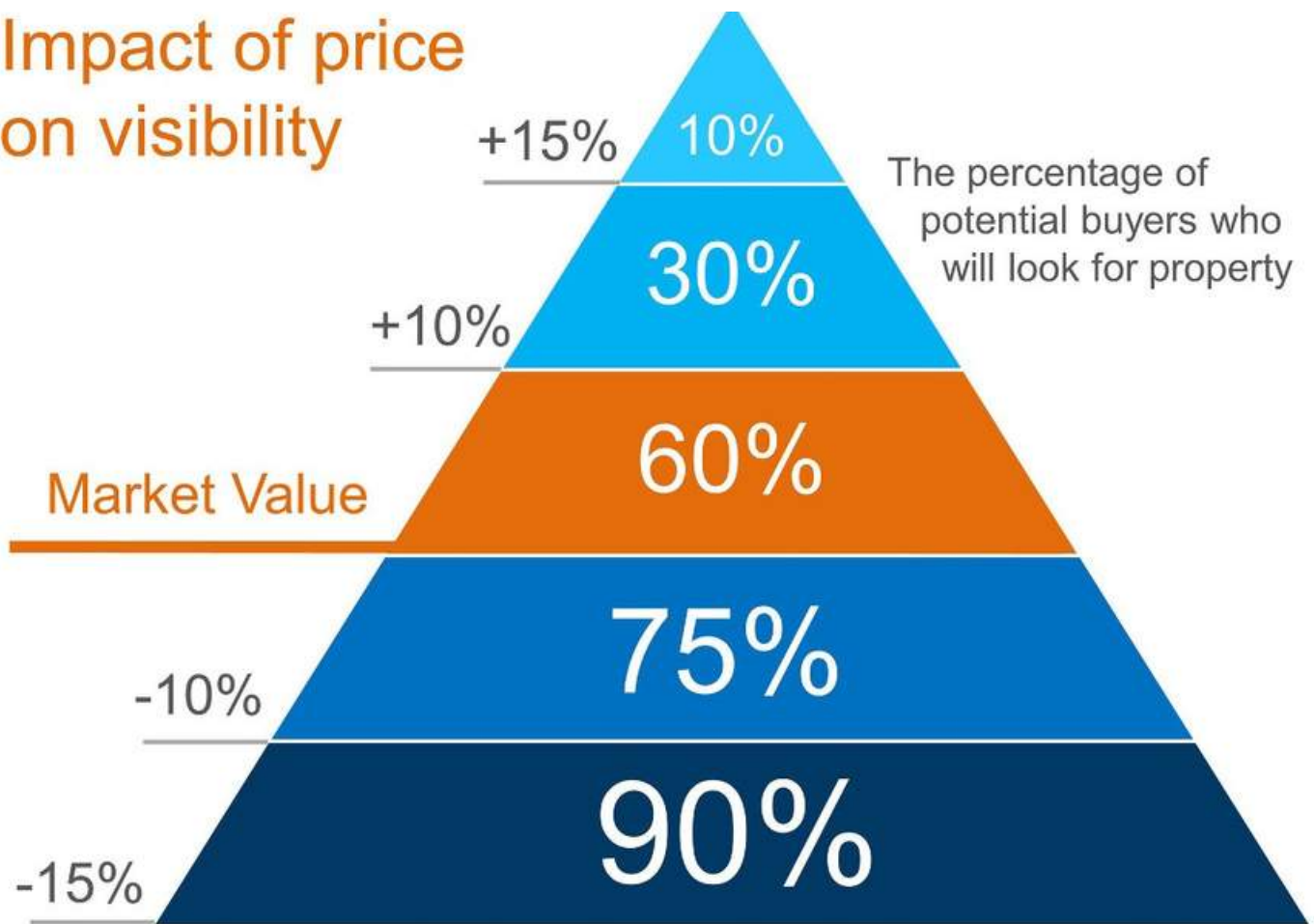
How I Do It

I'll evaluate current market activity in your area to estimate your property's potential selling price. I do this by preparing a comparable market analysis. My analysis takes into account current homes for sale, recently sold homes and also expired listings in the last 6 to 12 months to come up with a fair market value.

Have a unique property? No problem.

A pre-listing appraisal done by a respected and qualified third-party appraisal firm will help set your listing price.

Impact of price on visibility



Benefits of Proper Pricing

1. Faster Sale

Buyers see properly priced homes as a deal and will make an offer quicker.

2. Less Inconvenience

Less time on the market, meaning fewer showing disruptions.

3. Increased Exposure

More buyers are willing to take the time to see a well-priced home.

4. Higher Offers

More interest creates more offers and bidding wars.



Drawbacks of Overpricing

1. Reduces Activity

Fewer buyers will have interest in taking their valuable time to view an overpriced home.

2. Affects Perceived Value

Buyers will expect more from your home than it offers.

3. Helps The Competition

Overpriced homes make other homes look like better deals.

4. Presents Appraisal Hurdles

Overpriced homes may exceed appraisal value and ruin the deal.



Prepare Your Home

Channel your inner Neat Freak

- Clean windows inside and out
- Vacuum air returns and vents
- Clean floor molding
- Clean light fixtures
- Steam clean carpets
- Get rid of offensive odors
- Clean kitchen cabinets inside and out
- Declutter
- Start packing unused items
- Clean appliances
- Paint walls a neutral color
- Clean and organize closets
- Remove extra furniture
- Patch holes in walls



Curb Appeal

A manicured yard signifies a well-maintained home and is sure to attract buyers.

- Trim the shrubs
- Rake the leaves
- Sweep the porch, patio and sidewalk
- Plant flowers
- Mow the lawn
- Pull weeds
- Straighten gutters, mailbox or anything sagging.
- Hide the garbage cans



Let Your Home Win Over Buyers

You only get one opportunity to make a good first impression with potential buyers.

Well-staged homes look better, photograph better, show better and sell faster than non-staged homes. The National Association of Realtors® cites that 77% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home. It can increase the perceived value of the home and result in a faster more profitable sale.



Professional Photography

I understand that a stunning visual presentation is a key element of persuasive online and print marketing. With more than 95% of buyers using the Internet to search for homes, professional photography is essential. More people will view your home online than will visit it personally. Getting and holding their attention online with appealing photography is one way to increase the probability of an in-person showing.

Your home will be professionally photographed to make sure your home stands out among the competition. My real estate photographers use state-of-the-art technology such as HD video, video tours, and personal home websites.



Marketing Your Home

I strive to exceed your expectations when marketing your property.



Social Media Marketing

- Facebook
- Instagram



Print Marketing

- Brochures
- Flyers



Pre-marketing Strategy



Networking & referrals



Premium Post & Panel Yard Sign



Email alerts to all potential buyers



Email announcing your listing to top area brokers



Open Houses

24/7 WEB EXPOSURE

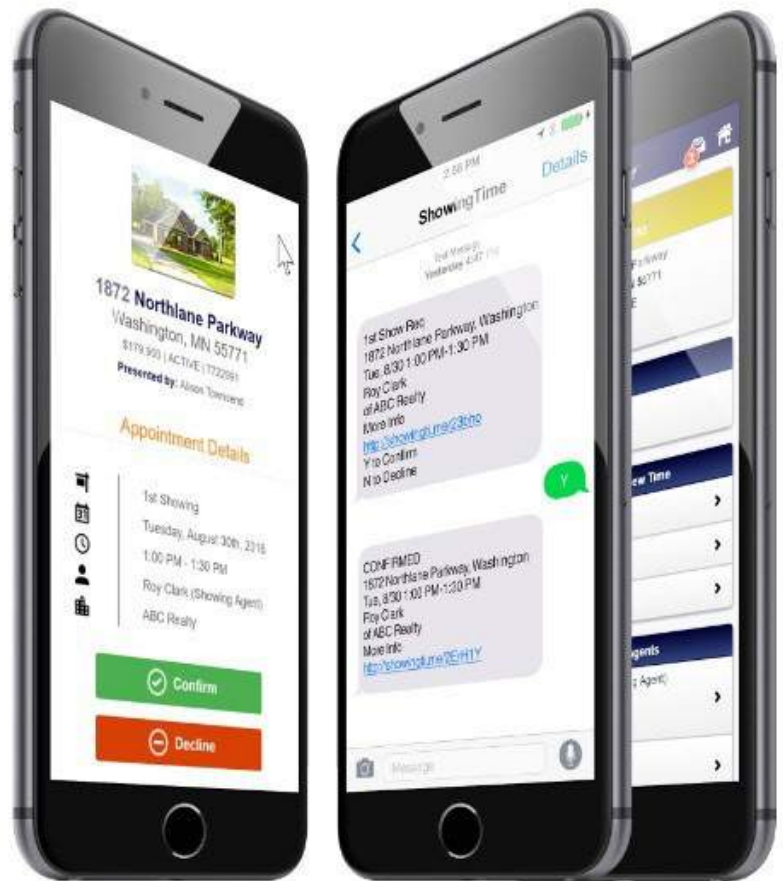
With my Red Barn Real Estate and MLS syndication partnerships through ListHub, your home will receive maximum global exposure.



Show Time

Here are a few things to keep in mind to generate the best first impression:

- Be flexible
- Quick clean
- Climate Control
- Animal Care
- Light the way
- Communicate with me.



Tip: Have a box ready to toss last-minute items you don't want lying around the house during a showing. Take it with you when you leave.

Scheduling Home Tours

I use a centralized showing service called ShowingTime.

This full-service showing database makes it the quickest most efficient way to get buyers into your home.

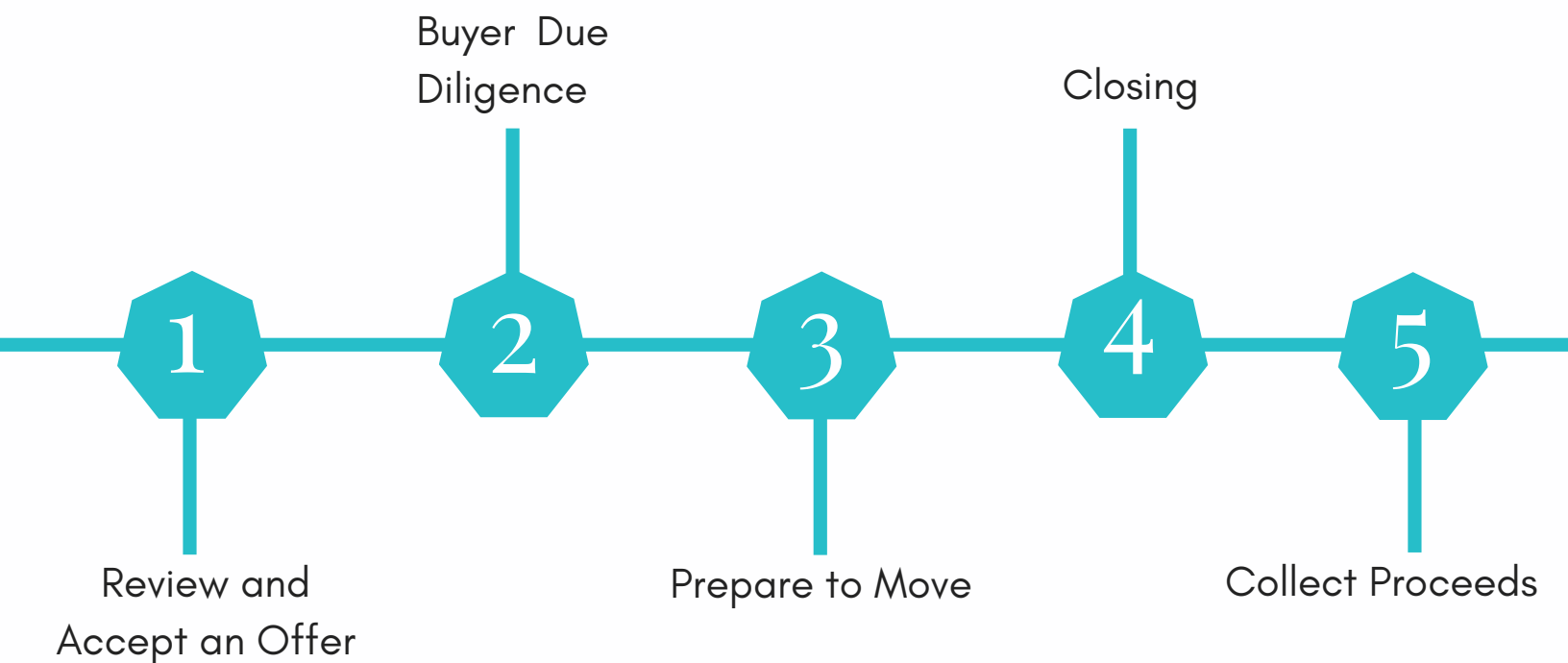
Showing requests can be sent straight to your cell phone, giving you the control to approve or decline showings.

Receiving Feedback

It's important to hear feedback on your property, whether it's good or bad. The information that's provided could be helpful in the next showing. Following an open house or buyer showing, I will discuss your home's reception and consider recommendations.



After an Offer





RB REALTY

RB Realty is a real estate brokerage owned by Ken and Anita Corsini, founders of Red Barn Homes, LLC, and the stars of HGTV's Flip or Flop Atlanta, Flipping Showdown, and Rock The Block

Red Barn Homes, LLC, is a well-rounded, family-owned company. Within the Red Barn Homes, LLC, family is Red Barn Construction, our custom home boutique builder; and RB Realty, which handles everything from investors, first-time home buyers to high-end residential markets, land and commercial real estate.

Red Barn Homes is synonymous with integrity, professionalism, and innovation with a "treat you like family" mindset. Red Barn is involved with many charities, one of which is RocStar Kids, founded by Ken and Anita Corsini.

With the popularity of HGTV home buyers flock to our website consistently searching for homes. Your home will receive maximum marketing exposure, as well as a pool of qualified home buyers, by listing your home with RB Realty

Notes

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TEAM

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