

Listing YOUR HOME

STRATEGIES FOR A TOP DOLLAR SALE



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Welcome!



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Hannah Wilson is a real estate agent who is passionate about helping others. As an Arizona Native, she has a deep understanding of the local market and the diverse needs of clients in her community. She believes that everyone deserves to live in a place that they truly love, and she is committed to making that happen for each of her clients. Whether you are a first-time homebuyer or looking to upgrade to a larger space, she will go above and beyond to find the perfect property for you. Working with Hannah means having a reliable partner by your side throughout the entire process. She is not just focused on closing the deal; Hannah genuinely cares about her clients and their satisfaction. She takes pride in her ability to listen to their unique preferences and requirements, ensuring that she only presents them with properties that align with their needs. Moreover, her commitment to her clients does not end with the transaction. Hannah understands that buying or selling a home can be a stressful experience, and she is here to support you before, during, and after the process. Whether it's answering questions, providing guidance, or recommending trusted professionals, Hannah will be there every step of the way. Whether you are looking to buy or sell, Hannah's expertise, passion for helping others, and dedication to excellence makes her the ideal agent to guide you through the process.

Hannah Wilson

REAL ESTATE AGENT

Roadmap to "Sold"

As your real estate agent, I will be working on your behalf by guiding you through the entire process and ensuring that every step is done correctly and with your best interest in mind.



Complete a thorough assessment of your home.

Upon listing with me, we will discuss our strategies for selling your home and will immediately start working on getting your home ready for market. I will assess the location, style, conditions and features of your home.

Preparation enhance and repair checklist.

I will provide recommendations on home repairs and home staging for any budget.

Set a listing price.

Using a comparative market analysis, we will set an accurate and strategic price that the market will support.

Market and show your home.

I will advertise your property to attract the most potential buyers on and offline using tools such as multiple listing service, social media, mail-outs, open house, an exclusive Realtor network, photography and staging.

Receive and negotiate offers.

Together we will review offers that come in and select the best one.

Complete steps to closing.

We will ensure that your home is ready for home inspections, complete any necessary repairs and prepare for the final walkthrough.

After close treat.

I aim to provide you with outstanding service and care before, during and after the sale!





Steps to Success

01

THE PREPARATION

Before we list your home for sale, we will need to determine the list price and ensure that it is show ready. The steps include an assessment of the home and its location, conducting a comparative market analysis, home repairs if necessary, and finally home staging.

02

THE MARKETING

In this step, consider your home active and on the market. This is when we deploy proven marketing strategies to attract as many potential buyers as possible. Your home will be photographed professionally and showcased in its best light. Your home will be marketed in both virtual and physical spaces.

03

THE "UNDER CONTRACT"

This is when we've found serious buyers and are now ready to talk purchase contract. Offers will be received, negotiated, accepted and inspections will be ordered. I will be your advocate, helping you manage the transaction and providing guidance along the way!

01

THE PREPARATION

Get ready to list

As your real estate agent, my first task is to get to know your home and neighborhood intimately. I will ask you relevant questions that will help to determine the best selling price. These questions will be about your motivation to sell, the features and condition of your home, any upgrades or renovations since purchase, your current home financing details, and any relevant neighborhood information.

Next, I will research at least three home comparables in your area. Using the information gathered from my research and on your home, I will conduct what we in the business refer to as a Comparative Market Analysis (CMA). You will receive a free copy of this report as an ancillary service.

Now armed with finite numbers supported by the CMA, we will decide on the listing price of your home.

What is a CMA?

A CMA or Comparative Market Analysis is a tool used by real estate professionals to estimate the value of a home by evaluating similar (recently sold or sale pending) homes in the same area (comps).

The components of the analysis includes location, lot sizes, square footage, age and condition of the homes, number of bedrooms and bathrooms, special features, and date and terms of sales,

Based on these factors, the comps are then adjusted to determine how much it would cost if it were nearly identical to the subject property and sold under current market conditions.



Showcasing Your Home



"You only get one chance to make a first impression." This timeless expression has never rung truer than when you're selling your home. As your agent, I will provide recommendations on home enhancements for any budget, no matter how large or small of a budget. We will prioritize any repairs, improvements and staging efforts that have been proven to bring in the best offers.

Home Staging

”

The investment of staging in your home is far less than the price reduction on your home.

- Barb Schwarz

02

THE MARKETING

Attracting Buyers



Professional Photography

In current times, most homebuyers start their search online. This makes it extremely important to have professional pictures taken of your home. It also provides the opportunity to put our best foot forward and market with above average photos, driving more online traffic to your listing and increasing the chances of a higher selling price and a quicker sale.

I will source the best photographers and videographers for the job to showcase your home at its best.



Web Presence

Realtor.com

Zillow.com

Homes.com

Google

Pinterest

Pro Homesnap

Homefinder

Targeted online campaign

Targeted email campaign

With home searches starting online, I understand the importance of casting a wider net and reaching as many potential buyers as possible. Therefore, in addition to listing your home on the Multiple Listing Service, I will also market your home in these online platforms.



Say what?

According to the 2020 National Association of REALTOR Profile of Home Buyers and Sellers, 51% of buyers found the home they purchased on the Internet.



Social Media

2022 statistics

- ★ 58% of the world's population uses social media.
- ★ The average daily usage is 2 hours and 27 minutes.
- ★ The average number of social media platforms used each month is 7.5.
- ★ Facebook is the most used social platform followed by YouTube, WhatsApp, then Instagram.

Social networks have transformed marketing and their popularity is still growing. I keep up-to-date with the algorithms and strategies on how best to market your home on social media.





Print Media Marketing Channels: →

- ★ Open House signs
- ★ Neighborhood flyers
- ★ Property Brochures
- ★ Yard signs
- ★ Postcards
- ★ Direct mail
- ★ Newspapers
- ★ Magazine advertisements

Despite what some may assume, real estate print marketing has lost neither its importance nor its effectiveness. Seasoned agents like myself believe in utilizing the combination of both innovative digital strategies and traditional proven tools. You may see your property advertised in these marketing channels.



Open House

Hosting an Open House for your property serves one very important purpose - getting buyers in your door for a look and feel of the home without any pressure. This is an effective and traditional method to drive foot traffic into your home.

How I prepare for your open house:

- ★ Post on our company website
- ★ Post on other popular real estate websites like Zillow and our local MLS.
- ★ Post on online avenues like Craigslist.
- ★ Put up multiple “Open House” signs on nearby main streets and street corners
- ★ Post social media ads
- ★ Post on our social media accounts
- ★ Print up postcards and flyers to be distributed



03 THE “UNDER CONTRACT”

Close with Confidence



At this point, we have taken the steps necessary to prepare your home for market - decided on a listing price through market supported numbers, made home improvements to appeal to a large number of buyers, and actively marketed your home online, in physical form and in print advertising - and now we see the fruits of our labor. The offers are starting to come in.

This is the time for me to be your advocate and your best friend. I will help you through the offers and negotiations stages, providing technical guidance and support while managing the transaction. I will negotiate in your favor getting you the best deal possible. I will help you through the process of closing so you will never be in the dark about each step. I will also be there for you post-closing - helping you beyond closing day. I will ensure that you are closing with confidence.

My Promise to You

There are thousands of licensed real estate agents in this area, but how many of them are dedicated professionals? How many of them can you trust to have your best interest at heart? As your agent, I make these promises to you and so much more!

I PROMISE TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I PROMISE TO DISCLOSE ALL MY RELATIONSHIPS IN THE TRANSACTION.

I PROMISE TO RESPECT YOUR CONFIDENCES.

I PROMISE TO GIVE YOU GOOD, WELL-RESEARCHED AND KNOWLEDGEABLE ADVICE.

I PROMISE NOT TO PUT MY COMMISSION AHEAD OF WHAT'S BEST FOR YOU.

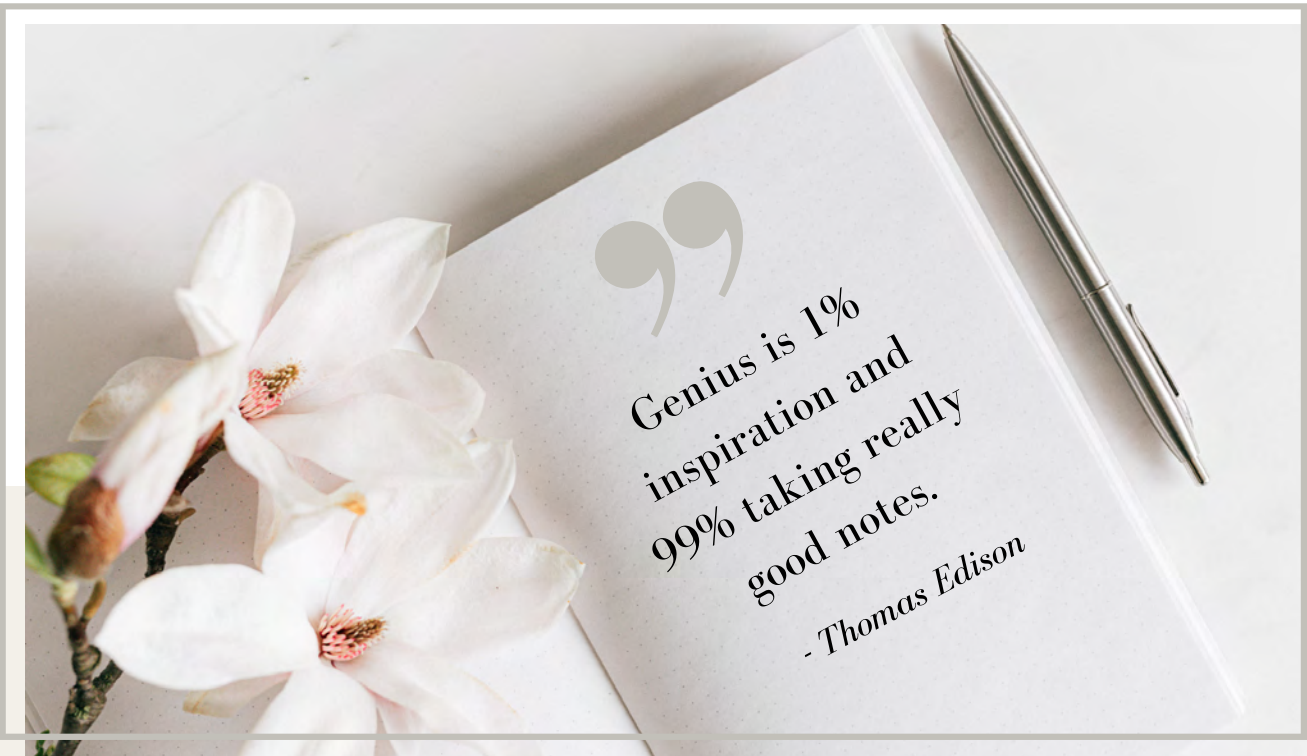
I PROMISE TO TELL YOU THE TRUTH ABOUT MYSELF.

I PROMISE THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

I PROMISE TO FOLLOW THROUGH AND FOLLOW UP.

Sincerely,
Hannah Wilson





Notes:
