



SOLD.

TARA BITTL

FROM START TO SOLD. ALL
THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL
YOUR HOME.





WELCOME

*Hi, I'm Tara and I believe in
where lifestyle meets home.*

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the details and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Tara Bittl

@LEMON_LANE_LIVING



About Me + Team

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

Marketing

Online Debut

Contingency Period

Closing Day



TARA BITTL

Realtor
& Lifestyle Creator

ABOUT ME

After being somewhat nomadic myself for many years, I realized the key to finding happiness in a new environment is surrounding yourself with a place that matches the authentic lifestyle you want to live and feeling like you belong to part of a community. My specialty is helping people fulfill finding a lifestyle that allows them to feel at home in their new surroundings. Whether that means they are buying or selling, my job is to make the transition as smooth as possible. As a real estate agent I'm driven, motivated and resilient. In the past year alone, I've helped well over 100 first time home buyers find their dream property and successfully helped them through the home buying process. I've been a trainer/mentor for teams at Keller Williams and I'm licensed in SC, PA & NJ, making transitions between the north and south states easy for those looking to make a change or buy a summer home. I have a Master of Science from WVU with my concentration in marketing, which allows me to prospect for my buyers and sellers using unique advertising techniques. I also recently started @lemon_lane_living, which I hope to turn into a lifestyle blog about real estate in the low country, as well as showcase my interior design work that I'll be implementing in my own home. I love what I do and I'm passionate about helping others find their haven.



Low Country Alliance

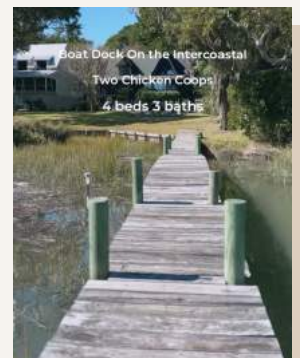
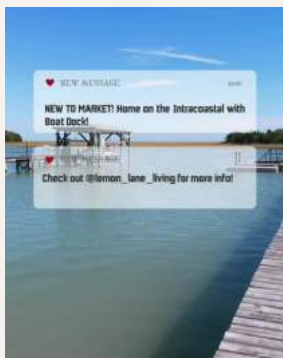
When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we discuss plans for each of our listings, which ensures we don't have any holes in our marketing and that new ideas are always on the table.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach for each client, having the Low Country Alliance to help promote our combined properties ensures more eyes on your home.

CHECK OUT OUR INSTAGRAM



@LEMON_LANE_LIVING



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!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area and at what price points.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Tara



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with neutral ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Have your pool cleaned
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly
- Power wash the house

Throughout

- Wipe down all blinds
- Touch up any drywall or paint
- Clean windows and dust walls and fans

Final Clean

Prior to photos and videos we recommend having a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

GO TO MARKET TIMELINE

Homes perform best when they go to market in top condition. In order for your home to go to market on a Wednesday or Thursday (which is preferred), all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do some staging and cleaning prior to photo and video. This usually takes 2-3 hours depending on the size of the home.

The photos and videos will then be edited and used to build the following marketing materials:

- An online landing page for your home
- Neighborhood Videos
- Social media posts & ads
- Open house materials
- Direct mail pieces if needed



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

VIDEOS: This can include drone footage of your home, 3-D virtual renderings of your home, short snippet videos of the interior or neighborhood videos.

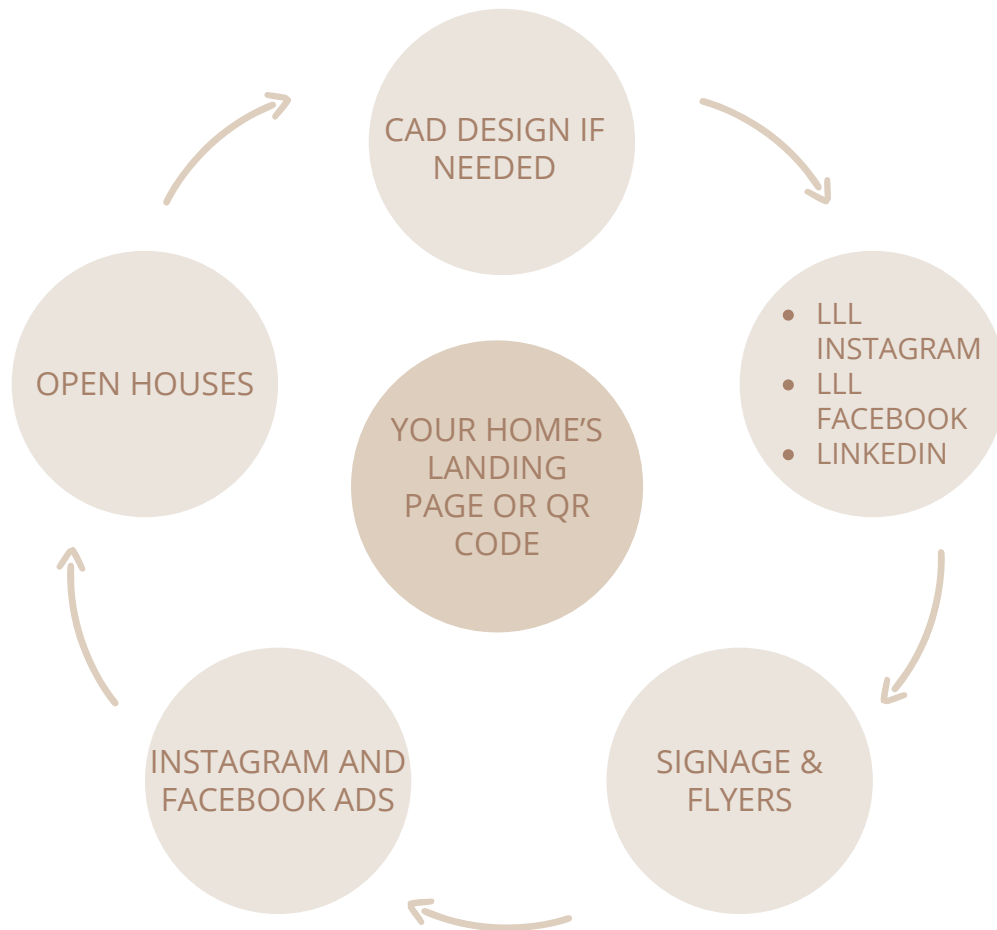
02

SOCIAL: It starts with an Instagram Ad, then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour or schedule an in person one.

03

OPEN HOUSE: Which then will also invite them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house or list day
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos
- Work on all other touch points discussed earlier

POSTCARD CAMPAIGN

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

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive videos
- Drone footage

SOCIAL DEPLOYED

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

CUSTOM WEBSITE BUILT

- Exclusive landing page built for your listing
- Tracks all visitor activity

OPEN HOUSE

- Opening weekend
- Open House on Saturday & Sunday
- During nicer weather we do Twilight OH also
- Broker Open

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, put signage out at your home, and claim those listings to follow statistics.

@LEMON_LANE_LIVING



OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.



YOUR LOGO HERE



CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just three more stages before closing: a termite inspection for the CL 100, a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

01 Inspection Contingency

Every contract has an inspection contingency unless waived. This is where the buyer is able to do their due-diligence on the property with a professional inspection. The CL100 for Termites is done separately from the inspection.

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 a lender.

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

This is also part of the buyer receiving their mortgage commitment.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. This is called a home sale contingency. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork you'll have already reviewed. After you sign everything, the deal is officially closed once the lender/buyer has funded the loan and the deed has been recorded. I can always explain this to you further in person, or once you've decided if you will be hiring a closing lawyer.

Once the deed records, we will release the keys to the new homeowner!

@LEMON_LANE_LIVING





What you **CAN EXPECT**

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Tara

what others ARE SAYING



ROBIN

Tara managed to make the home buying process incredibly easy despite my wife and I being first time home buyers looking for houses in both PA and NJ in this highly competitive market. We are not originally from the area so she worked very closely with us and helped us hone in on the exact types of areas that were right for us. Her dual licensure was a huge bonus because not many realtors in the area are able to work in multiple states, and she knows all the ins and outs of the guidelines in each state. She was also very knowledgeable about things to look out for that came in handy during showings. Tara was extremely responsive and available at all times to meet for a showing or to discuss any questions we had. She also helped with negotiation and we ended up closing in less than 3 months from starting looking with her but never felt pushed or rushed with any decisions. We definitely recommend Tara for anyone looking for a house in the greater Philadelphia area.



ANDREW

Tara could not have been any more accommodating and helpful when it came to looking for our new house. As we were relocating from out of state and did not know the area at all, she went out of her way to show us a wide variety of neighborhoods and house types to help us focus in on what we wanted. She was also straightforward about her thoughts on the pros and cons of each property and presented her observations in a clear and honest matter. It was refreshing not to have a realtor that was trying to sell us on every property we looked at. She is a consummate professional and we highly recommend her.

READY TO LIST?

CONTACT ME TODAY



Servicing Charleston, Mount Pleasant,
Awendaw, Moncks Corner, Wando, West
Ashley, North Charleston, John's Island, James
Island, Isle of Palms, Sullivan's Island, and
surrounding areas.



GET IN CONTACT

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REAL ESTATE AGENT

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Never hesitate to text me for a quick response!!