



REALTY GROUP

SELLER'S GUIDE

**A STEP-BY-STEP GUIDE
TO SELL YOUR HOME**

WHERE LIFE MEETS LIVING

”

With over 40 years of combined experience in the real estate, mortgage, and title industries, we have a vast pool of knowledge and real-world applications to successfully guide you through effectively and efficiently selling your most prized possession - your home.

We've helped our clients sell new construction, vacation rental properties, luxury homes, vacant land, water rights, condos, and just about any other kind of residential property. You can count on us to help you...

MAKE THE RIGHT MOVE!





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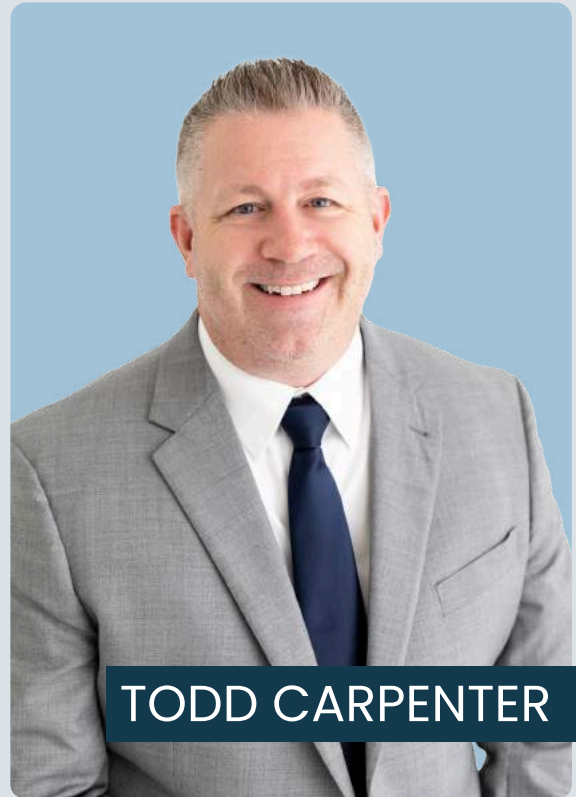
BACK COVER

FC REALTY GROUP

MEET THE TEAM

Todd's consultative approach to client service sets him apart.

Delving beyond surface needs, he strives to understand the motivations behind them, leveraging daily market analysis to inform strategic decisions. With 7 years as an Escrow Officer prior to his role as a Realtor, Todd brings invaluable expertise to the table, advising clients on protecting their best interests. Accessible and committed, Todd is ready to assist in achieving your real estate goals.



TODD CARPENTER



BILL FOWLER

Bill brings over 16 years of invaluable industry experience.

Having helped 700+ clients achieve homeownership, Bill's track record speaks for itself. Before real estate, he excelled as a mortgage planner for 12 years. Known for reliability, Bill serves buyers, sellers, and investors with exceptional service, as evidenced by his stellar Google reviews. Ready to assist you in reaching your real estate goals, Bill looks forward to working with you.



HUNTER FOWLER

Hunter is dedicated to assisting you in making the right move.

With expertise in the local real estate market, he specializes in guiding buyers and sellers through their transactions.

Whether searching for a dream home or looking to sell, he offers top-notch service tailored to meet his clients' needs.

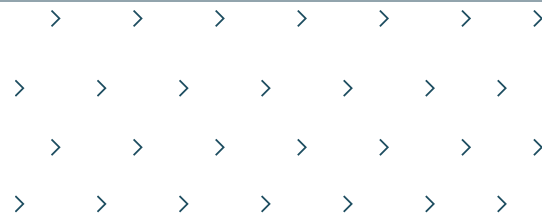
With a varied career path, Andrea has had the pleasure of meeting countless remarkable individuals. Her favorite part has always been connecting with people, assisting them, and forging lasting relationships.



ANDREA VENTURA

SELLING PROCESS

WE'LL BE THERE TO GUIDE YOU THROUGH EACH STEP OF THE HOME SELLING PROCESS.



A MEETING WITH AN AGENT

We will review recent sales of homes similar to yours to help establish your current market value. We will also discuss our marketing strategy to ensure a successful sale.



THE AGREEMENT

You will sign an exclusive agreement that allows us to list your home. It includes showing instructions and notifications for you to approve or decline showings. You will receive seller disclosures, which will need to be completed within 72 hours of the date the home goes live on the market.



THE STAGING CONSULTATION

A third party may be hired to assess your home and provide a report for you to follow if needed. Not all homes require full-blown staging; many can be made show-ready with just a few adjustments. Digital staging may also be an option.



PROFESSIONAL PHOTOGRAPHY

A top-tier professional photographer will shoot your home to showcase its best features, benefits, and space. Photos will be organized and presented in a specific sequence for the greatest effect online.



THE MARKETING CAMPAIGN & THE HOME GOING “LIVE”

A marketing campaign will be launched with open houses, marketing materials, and a social media strategy, including being advertised as “coming soon” before it goes live. Once it is active, it will be advertised online as available for showings.



SHOWINGS AND FEEDBACK

A weekly market update will be delivered to you by the end of every Monday. We will request showing feedback from every agent on the same day of the showing and work to receive feedback for reporting within 24 hours of each showing.



THE NEGOTIATION AND ACCEPTANCE OF OFFERS

Any offers received are presented as soon as possible. Offers may be negotiated before being accepted, signed, and delivered.



THE HOME INSPECTION

A licensed inspector will examine your home once an offer is accepted. The offer you accept will most likely be contingent upon an inspection. Any issues that arise during the inspection can be negotiated.



THE HOME APPRAISAL

The appraisal is to confirm the home’s lending value. Most lenders require this before approving the purchase.



THE TITLE COMMITMENT

A title company will run a title history check and address or remove any roadblocks associated with a home’s title. The title company will schedule a time with you for pre-signing/closing.



FINAL WALKTHROUGH

The buyers will schedule a final house walkthrough within 7 days of closing. The home must be in the same or similar condition as at the original time of the offer except for any negotiated repairs. All furnishings and items should be removed, and all keys and garage door openers should be left in the kitchen.



CLOSING DAY

You will sign all closing documents. Funds are typically available the next business day.



AWARDS & ACCOLADES

#1 KW TOP PERFORMING TEAM

2021 KELLER WILLIAMS REALTY ST GEORGE

KW TOP PERFORMING TEAM

2020 KELLER WILLIAMS REALTY ST GEORGE

TOP 100 REALTOR®

WASHINGTON COUNTY BOARD OF REALTORS®
MULTIPLE CONSECUTIVE YEARS

BOLD GRADUATE

KW MAPS COACHING 2017, 2020

KW PLATINUM MEDALLION

2021, 2022, 2023

KW QUAD GOLD MEDALLION

2020

KW SILVER MEDALLION

2016, 2018, 2019

KW BRONZE MEDALLION

2017

ABOVE AND BEYOND IS OUR NORMAL.

PROFESSIONAL
GUIDE

PROACTIVE SALES
APPROACH

NEGOTIATION AND
CONTRACT EXPERT

PRE-MARKETING
CAMPAIGN

CUSTOM MARKETING
STRATEGY

PROFESSIONAL
MARKET ASSESSMENT

FOLLOW
UP PLAN

COMPARATIVE
MARKET ANALYSIS

PROJECT
MANAGEMENT

STAGING
CONSULTATION*

PROFESSIONAL
MARKETING MATERIALS

TARGETED SOCIAL
MEDIA ADVERTISING

OPEN
HOUSES

SIGNAGE/DIRECTIONALS
INSTALLED

PROFESSIONAL
CLEANING

WINDOW
CLEANING

MLS LISTING AND
3RD PARTY WEBSITES

MATCHING LED
LIGHTBULBS

DIGITAL
FLOOR PLAN

EXCLUSIVE DATABASE
MARKETING

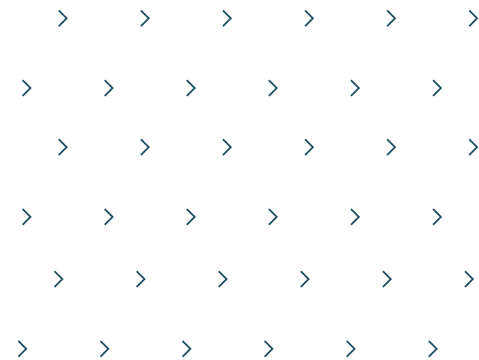
SMOKE/CO2
REPLACEMENT*



LISTING YOUR HOME

WHAT WE OFFER:

Selling a home takes more than simply placing a sign in the front yard. We offer our clients a full marketing suite and client care to match.



PROFESSIONAL MARKET ASSESSMENT

We provide a proactive evaluation of your neighborhood market before and during your home sale to optimize your marketing strategy in real-time.

PROACTIVE FOLLOW-UP PLAN

There will be timely communication of all news for your home, so you're aware of what we're working on at all times to get it sold. Some agents have a tendency to disappear when there's no news or good news to share. We will stay in touch.

PRE-MARKETING CAMPAIGN

We always have a step-by-step plan to pre-market your home before showings. This maximizes the number of interested buyers, leading to more showings and a higher chance of getting an offer. We will comply with state and local regulations regarding how soon we can market the property before it goes live on the MLS.

MARKETING STRATEGY

Most agents just put a sign in your yard and post photos, but we take a customized approach, from social media advertising to open houses to word of mouth, to get you the greatest number of interested buyers.

STAGING CONSULTATION

We will provide a staging consultation to create a step-by-step guide to enhance your home's best features, optimize space, and remove distractions. Staging is proven to sell your home three times faster than average and to increase the likelihood of selling over the asking price.

PROFESSIONAL PHOTOGRAPHY

Great, accurate photos lead to selling your home faster and increase the likelihood of selling over the asking price. We hire a third-party company to produce high-quality photos of your home and pique buyer interest.

PROFESSIONALLY DESIGNED MARKETING MATERIALS

We provide professionally designed graphics and messaging for our online and in-person brochures.

TARGETED SOCIAL MEDIA ADVERTISEMENTS

We are able to optimize social media advertisements by location and ideal buyer demographic. Capturing home buyers on all facets results in increased interest, more showings, and a greater likelihood of selling over the asking price.

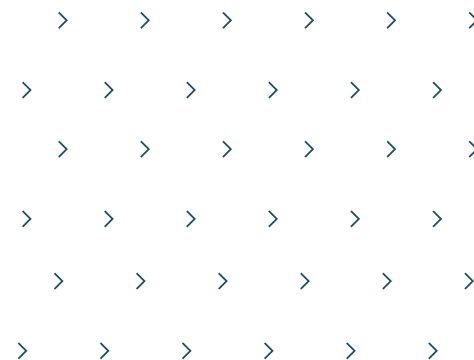




OPEN HOUSE

WHAT WE OFFER:

We've got everything you need to host a great open house! Sit back and let us take care of showing your home



EXCLUSIVE MARKETING DATABASE

Selling nearly \$40 million in homes each year, we have a large network to which we exclusively advertise your listing. This is in addition to our broader marketing efforts.

SOCIAL MEDIA AND ONLINE PRESENCE

We regularly post about your Open House on social media, showcasing property features and event details to engage followers and attract potential attendees. With access to a broad network, we send detailed email invitations to thousands of agents, highlighting property features and Open House benefits.

ENHANCED MARKETING MATERIALS

Use high-quality photos and videos, including drone footage, to create visually appealing print media flyers that attract potential buyers or renters.

FLOOR PLAN

We provide a two-dimensional floor plan to showcase your home's layout, design, and flow. This helps buyers conceptualize how they will live in your space before, during, and after their tour.

PROFESSIONAL CLEANER

We may hire a third-party professional cleaner to prepare your home for showings if needed.

PROFESSIONAL WINDOW CLEANER

We may hire a third-party company to clean your windows inside and out. This helps showcase your home to buyers, maximizes natural daylight, and removes distractions.

LED BRIGHT DAYLIGHT BULB REPLACEMENT

Replacing incandescent lightbulbs with LED bulbs throughout your home leads to higher-quality professional photos and enhanced marketing materials. All lightbulbs should reflect the same or similar color temperature to ensure uniformity.

SMOKE / CARBON MONOXIDE REPLACEMENT

Ensure all smoke and carbon monoxide detectors are functioning and up to code. This saves you time, money, and energy during the transaction, allowing you to focus on finding your next home.



CLIENT TESTIMONIALS

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At FC Realty Group, we transform real estate transactions into extraordinary experiences. Our team provides personalized service, expert guidance, and comprehensive support tailored to each client's unique needs.

We ensure transparent communication, keeping you informed and confident every step of the way. With deep community roots and a vast network of contacts, we offer exclusive market insights and listings. Your satisfaction is our ultimate goal, and our commitment doesn't end at closing. Experience the FC Realty Group difference, where clients are more than transactions—they're our neighbors and friends.



Joyce Worrey



He was extremely knowledgeable about the area, knew the right people and knew about properties coming up for sale before they were on the market. He gave us valuable insight into the homes and property we looked at, which we appreciated. Todd is professional and has a work ethic to be admired. We ended up buying a beautiful piece of property on which we will build our retirement home.

He can honestly say that Todd went over and above to help us find what we wanted. We highly recommend him and cannot thank him enough.



Kristy Brown



Bill Fowler and his team went above and beyond to help us sell our property. We were out of state, and Bill was always available to answer our calls, texts, and emails quickly. Our property sold at full price and Bill treated us like family and made the entire process smooth and flawless. We recommend Bill and his team 100 percent!!!



Judy Olsen/Cundick



Hunter Fowler, with Keller Williams Homes, was amazing to work with in finding a home in St George, UT. He did a great job showing us the homes that we picked out to see and some he recommended that fit our criteria!

We lived in Northern Utah, so we drove down about twice a month and Hunter was very flexible in making himself available and getting all the houses set up to see. We just moved in on 10/23! We absolutely love our new home! We highly recommend Hunter Fowler!



Wayne Carlston



Todd was truly amazing! He brought a degree of professionalism that exceeded my expectations. My circumstance was challenging and he handled it all with aplomb. Not only that, he gave personal attention to my needs that brought relief and confidence to my situation



Barbara Thomas



Bill made finding and closing on our dream property transparent, seamless, and exciting. He is very knowledgeable and professional. He definitely is a fist class agent.



Truman & Sydney Fowler



Hunter was an amazing asset in our home buying process! Our situation was a pretty interesting situation with the sellers wanting us to close very quickly.

Hunter made the process seamless and easy to deal with being as there was a lot of pressure in this buy. I would recommend Hunter 100x over to anyone looking to buy a home! He's very responsive and knowledgeable.















ST. GEORGE

THE HEART OF SOUTHERN UTAH

As the largest city outside the Wasatch Front and the 7th largest in the state, St. George is the nucleus of Southern Utah. Its favorable year-round weather allows the city to host a variety of local and national events, such as the Huntsman World Senior Games, the St. George Marathon, the St. George Ironman Triathlon, and numerous sports tournaments. St. George continues to grow at a manageable pace and is expected to continue this growth for the foreseeable future.

St. George offers something for everyone, with properties ranging from under \$100k to over \$5 million. The city boasts numerous golf courses, from economical city courses to private country clubs. The views in St. George are diverse, featuring red rock cliffs, Pine Mountain, Zion National Park, and beyond.

NEIGHBORHOODS

-  Sand Hollow
-  Sky Mountain
-  Sunbrook
-  Coral Canyon
-  Entrada
-  Sun River
-  Desert Color
-  Green Spring
-  The Ledges
-  Desert Hills
-  Little Valley
-  Washington Fields

VISIT OUR WEBSITE
TO LEARN MORE





Snow Canyon State Park

The Ledges of St. George

Tuacahn Center for the Arts

Red Cliffs National Conservation Area

18

4065

ivins

Top rated

Green Spring Park

Santa Clara

8

Pioneer Park

Washington

St. George Utah Temple

34

St. George

WorldMark St. George

Thunder Junction All Abilities Park

Red Cliffs Utah Temple

BLOOMINGTON

BLOOMINGTON

Hidden Valley Park

St. George Regional Airport (SGU)

ATKINVILLE

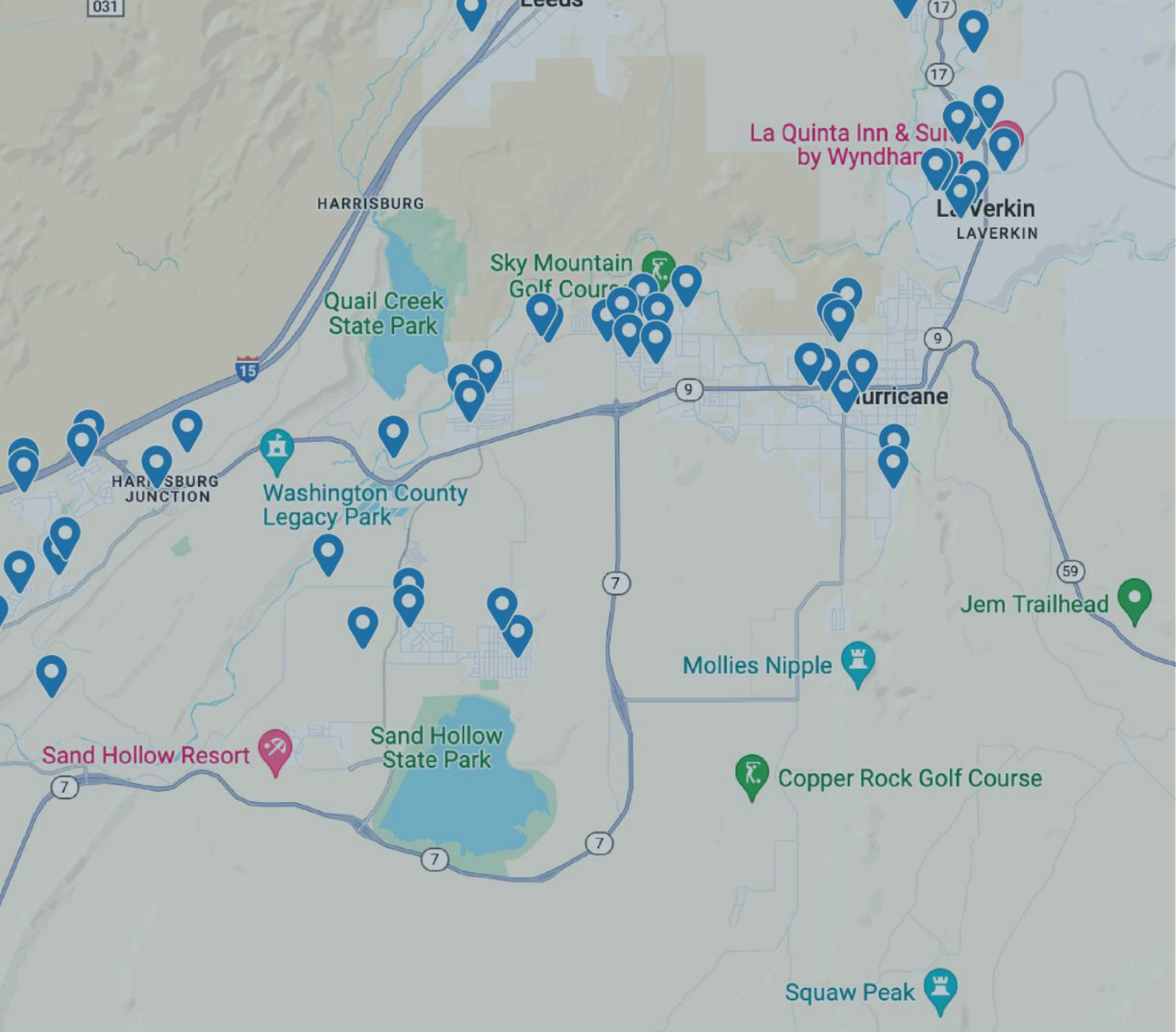
Hampton Inn & Suites St. George SunRiver Top rated

Desert Canyon RV Park Top rated

UTAH

UTAH

Southern Pkwy



TEAM SALES IN WASHINGTON COUNTY



SELLER'S CHECKLIST

AS SOON AS YOU THINK OF SELLING

- Contact Your Real Estate Agent
- Address Major Issues and Upgrades

1 MONTH (OR MORE) BEFORE YOU LIST

- Make Minor Repairs
- Refresh Your Design
- Declutter and Depersonalize

1 WEEK BEFORE YOU LIST

- Check-In With Your Agent
- Tidy Your Exterior
- Deep Clean Your Interior
- Pre-Showing Prep

First impressions of your home set the tone for how visitors perceive you and your lifestyle. The moment someone steps onto your property, they start forming opinions based on the curb appeal, the cleanliness, and the overall ambiance. A well-maintained exterior with a welcoming entrance creates a sense of warmth and hospitality.

LOW COST HIGH RETURN UPDATES

- Refresh Paint
- Dust- furniture, fixtures, fans
- Remove photographs and decor that may not be neutral or appeal to everyone

CURB APPEAL

- Add some color with flowers and shrubs.
- Keep the lawn mowed and remove weeds.
- Power-wash siding, driveway & sidewalks



**PREPARE FOR
THE MARKET**



GET IN TOUCH

We're always here for you!
Feel free to reach out with
any questions, any time.



REALTY GROUP

OFFICE PHONE

435-272-1411

ADDRESS

1150 S. Bluff St. #6 St.
George, UT 84770



fc_realty_group



FCRealtyGroup



fcrealtygroupst.george



viewhomesinstgeorge.com



stgeorgepropertyvalues.com