



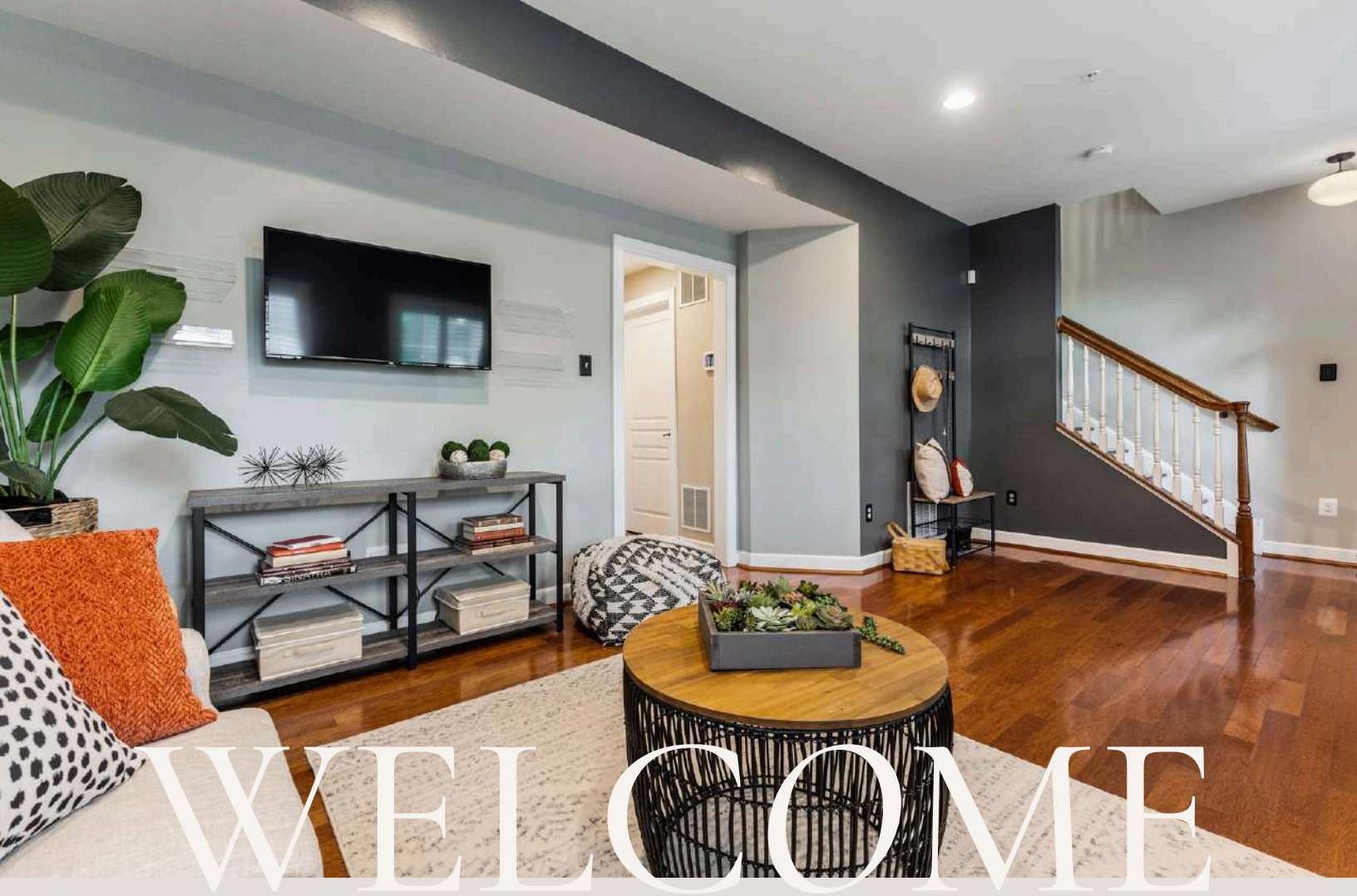
SOLD.

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

Marcee
MCMULLEN TEAM

real
REAL BROKER





What is 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 process 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.

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About Me + Team

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

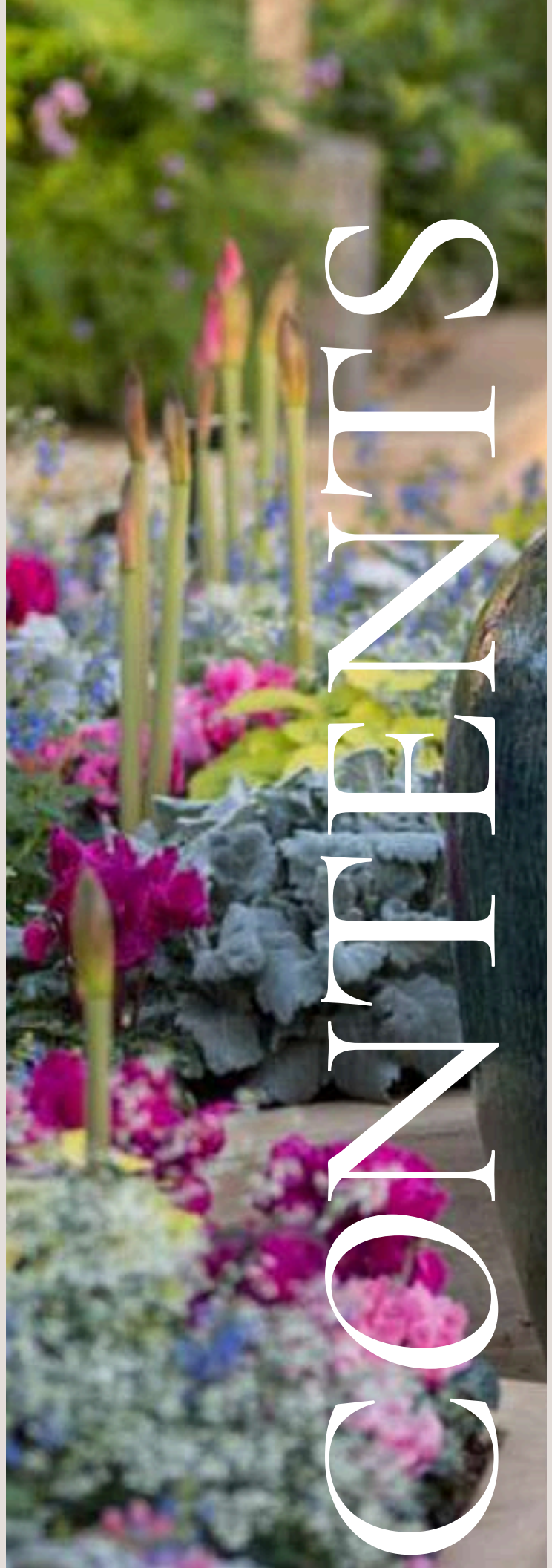
Marketing

Online Debut

Contingency Period

Closing Day

OPENINGS



MARCEE MCMULLEN

Realtor &
Team Owner



 @homewithmarcee

ABOUT ME

I'm a happy mother, wife, and dog-mom who finds true joy in helping others through my work as a real estate agent. For me, it's not just about the house—it's about the relationships I get to build and the lives I get to touch. I pour my heart into making my clients' dreams come true.

As a passionate advocate for animal welfare, I dedicate a portion of my earnings directly to supporting our local animal shelters and rescues. I also believe in the power of community, especially in lifting up other female business owners and inspiring women whenever I can. Together, we can make our community stronger and more compassionate, one relationship at a time.

Each client that I work with comes to me as a referral from a past client or trusted real estate agent. I often have multiple transactions with my clients and they are kind enough to refer all of their friends and family to work with me. I become your trusted advisor on all things real estate for life.

WHY HIRE A TEAM?

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 build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

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

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.

SAY HELLO TO MY TEAM...



MARIA



AMANDA



SARAH



MARY

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.



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!

-Marcee

HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

**BUYER'S
REALTOR**

**SELLER'S
REALTOR**

SELLER

LOAN EVALUATION

BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**FIND YOUR
DREAM
HOME!**

OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

PURCHASE NEGOTIATION

SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON.

INSPECTION PERIOD

BUYER BEGINS 10-DAY INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

GOOD FAITH DEPOSIT

BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

SELLER'S DISCLOSURES

SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY EFFECT THE VALUE

**SALES
AGREEMENT
EXECUTED**

LOAN APPLICATION PROCESSED & APPRAISAL ORDERED

TITLE SEARCH

CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

CLOSING DOCS ISSUED

LENDER PROVIDES LOAD ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

CONTINGENCIES SATISFIED

ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF.

FINAL WALK THROUGH

1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE



**TRANSACTION
CLOSED**



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

AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

There will be no offers of compensation to the Buyer Broker made on the MLS. Typically, the Buyer agent will contact the Listing Agent on a per-property basis to get information on the Seller's intent to pay Buyer Representation Compensation, and use whatever information is provided, if any, to advise the Buyer and submit a request for Buyer Representation Compensation as part of the official offer process as may be appropriate.



Whether or not you offer to pay all, some, or none of the buyer's agent commission should depend on several factors. Are we in a Seller's Market or a Buyer's Market? What is the current demand for the type of home you are selling? What type of buyer does the price point attract? Together, we will devise a strategy that best meets your goals and nets the highest amount for you at the settlement table. The new rules allow you to be more creative in listing your property to create a better outcome for the sale of your home.

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 white ones

Backyard

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

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we'll have 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

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS AND VIDEO

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 on Thursday. In order for your home to go to market on Thursday, all cleaning, staging, video and photos need to be taken 1 to 2 weeks prior.

On photo and video day, we'll be taking cinematic photos, shooting multiple videos, shooting shorts and reels for social media, taking drone video and photos, and creating digital floor plans. This is an all day event and it is best if you plan to be gone for the majority of the day.

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

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & targeted ads
- Open house materials



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.

01

MAILERS

02

SOCIAL

03

OPEN
HOUSE

THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

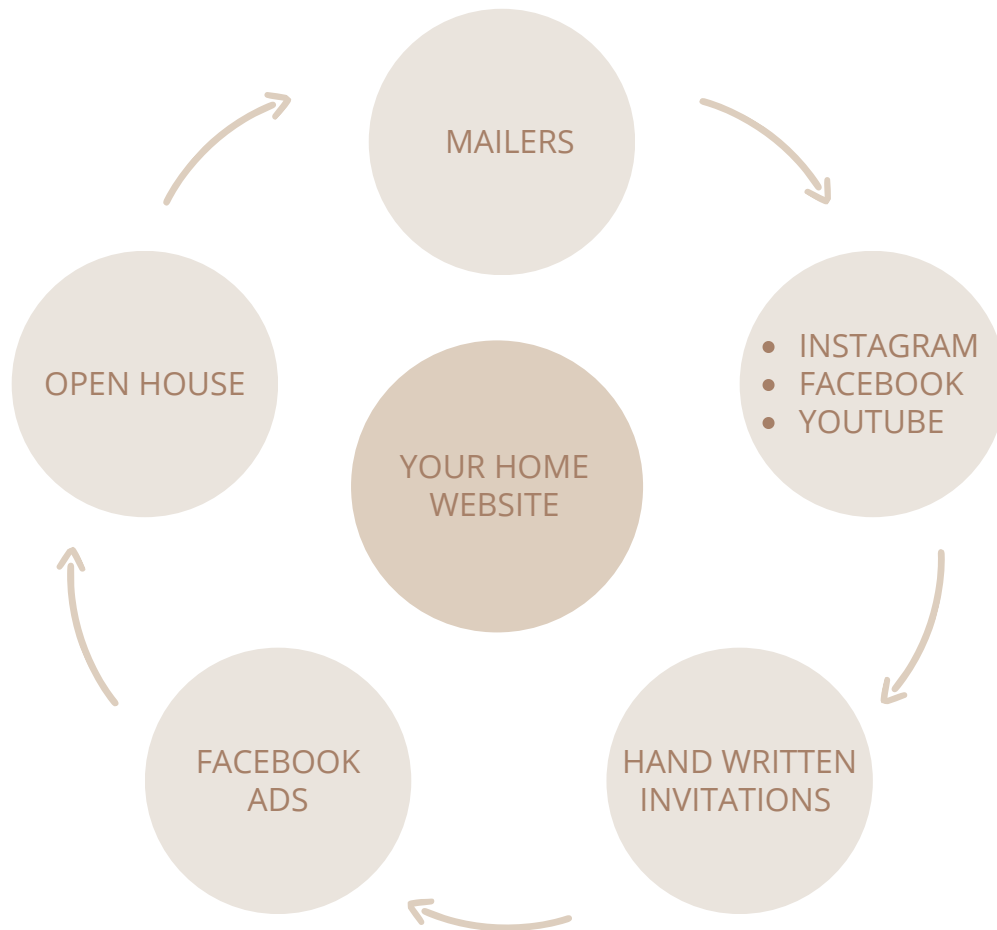
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites 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
- Social Media Campaign begins
- No showings until open house
- Generates Interest

CLEAN, STAGE & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos
- Make repairs or improvements

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold
- Personal invitations delivered with gift inviting neighbors

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video
- Drone video and photo
- Cinematic theme

SOCIAL DEPLOYED

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

CUSTOM WEBSITE BUILT

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

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Thursday evening, Saturday & Sunday

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 and evoking an emotional response 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, and claim those listings to follow statistics.

OPEN HOUSE

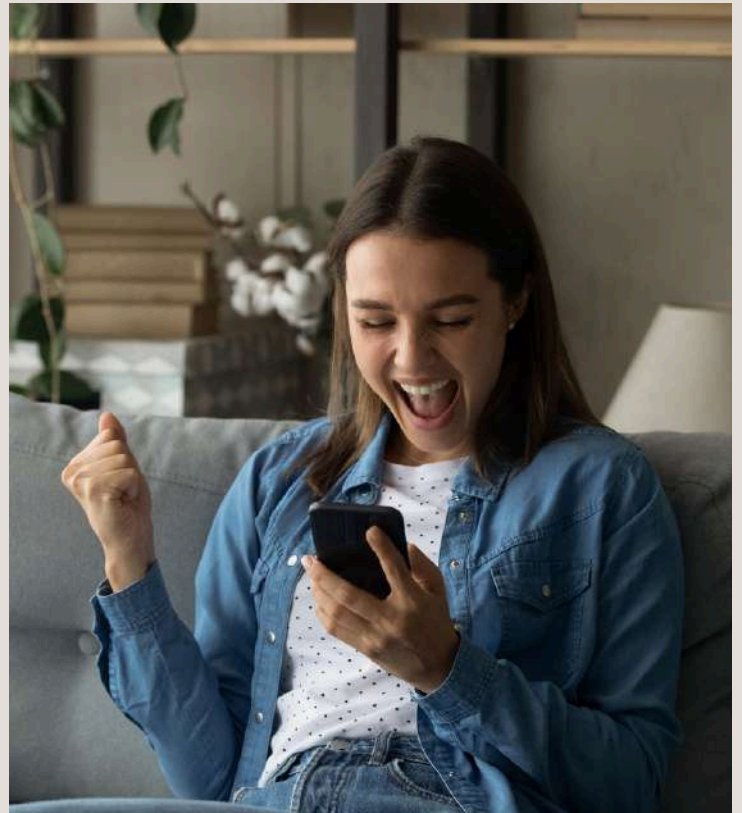


Open houses are essential when selling a property. We don't host just any type of Open House - we host an enticing extravaganza! We start with a Thursday evening twilight champagne open with local treats. We are the experts of your home and can tell the potential buyers about the house, the neighborhood, the schools, larger community, and why your listing is superior to anything else on the market. During an Open House - we get to address these buyers directly rather than relying on their buyer's agent to do the job. We then have two more Open Houses held at different times on Saturday and Sunday - and we make sure everyone leaves feeling happy and impressed. We have more local goodies and beverages and no one leaves empty handed. We send them off with a gift and a brochure that tells them the many attributes of your home, the neighborhood, and the community. Roughly 90% of the homes I list are sold at my Open Houses.

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.





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, there are just two more stages before closing: 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

Inspection 01 *Contingency*

Every contract has an option for a home inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

Financing 02 *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.

Appraisal 03 *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.

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. 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 many, many 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 mostly all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record.
2. Funding will follow. We will work with you to make sure everything is in place for the funds to be deposited into your account or for you to walk away with a check.
3. The sale is complete and it's an adjustment to go from speaking with you, usually almost daily! Rest assured, I will be your resource for all things real estate and home related from this point on *forever*. My clients call me about *everything* - what are the trending paint colors they should consider for their nursery? What is their home market value and equity that they've gained since they bought? Who is the best plumber in town? What bakery makes the best birthday cakes? I am overjoyed to be your advisor, friend, and resource for life.



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 obsessed with helping you avoid any delays or roadblocks. You can expect regular phone calls with my trademark *tell it like it is* honesty & creative solutions to get you where you want to go.

Marcee

what others
ARE SAYING



TAYLOR & LEIGH ANN B.



Marcee was amazing to work with throughout this process! She is a tireless advocate, a wealth of knowledge, and a kindhearted guide to shepherd anyone on their home buying journey. Our family always felt that we were a priority for her; even when we had to take a pause from our search, Marcee kept checking in with us and keeping us updated on the market. Her sense of humor and positive attitude were definitely needed at times! As first time home buyers, we were grateful for Marcee's insights and her ability to explain the home buying process in a very accessible way. She is honest, easy to talk to, and an incredible ally for her clients. With the myriad challenges of buying a home right now, we were so lucky to have Marcee on our side. Our three year old is now very excited for Marcee to come and visit our new house!

what others **ARE SAYING**



MAX & DIANE M.



Marcee was absolutely INCREDIBLE. My husband and I are first-time home buyers. We really needed someone to guide us, help us pair down and focus on what we wanted and where we wanted to be, and tell us "no" if something was wrong for us.

Marcee was our 3rd realtor that we worked with, after being assigned one on Redfin and trying out a colleague's recommendation. Marcee worked with my husband's aunt in selling her house and both his aunt and his mother could not sing Marcee's praises enough. I wish we'd worked with her from the beginning.

From the start, it felt like she wanted to make sure we found the right house for us, and not whatever house would get the biggest payday. The other realtors we interacted with just made it feel like they were trying to reach into our pockets and make a sale as quick as possible. Marcee knows the market, knows most of the areas in PA that we were looking at, and if she didn't, she told us straight out and offered to get us in touch with someone who did know the area.

As first-time home buyers, we had a lot of questions, a few misconceptions, and a whole lot of ideas. Marcee was able to guide us and enlighten us on what we should focus on, told us "no" when we needed to be told "no", and patiently explained in detail how this crazy system works. She'd constantly check in to make sure she wasn't overwhelming us and that we understood what she was explaining.

She was our fairy-godrealtor and I can honestly say my husband and I would not have gotten our house without Marcee, who went above and beyond to get our bid chosen. We contacted her on the first of the month, and in literally 18 days, we won our bid on our house. When we toured other homes, Marcee would point out things that we wouldn't have picked up on, and always sent us the seller's property disclosure and comps of similar houses if we were seriously interested in any of the houses. She was also able to tell us ahead of time if a house wouldn't be worth touring for us or if the house was likely to have a bidding war that would put it out of our price range, so we weren't wasting time and gas (which, as we weren't residents of PA at the time was immensely helpful).

We've already told our friends and family about how amazing Marcee is when we broke the news that we got a house. We'd recommend her a million times over to anyone looking in PA. We always felt like we were her priority and I will never need to know that other realtors exist in PA.

what others ARE SAYING



EDDIE & NATALIE K.
(AND COOKIE AND
TYE).



My wife and I were lucky enough to find Marcee McMullen through her active presence on social media highlighting local West Chester businesses. Marcee is everything you want in a real estate agent- a skilled negotiator and advocate for her clients' needs. She brings the business savvy and detail-oriented side and is equally as warm and kind hearted. As first-time home sellers, we completely trusted her professional guidance for listing our home and she was always accessible and communicated with us every step of the way. Marcee's secret recipe of creating buzz before we listed and hosting open houses set her apart and far above the competition. It paid off big time and we sold our house after just two days on the market and set a record sales price for our neighborhood. We can not recommend or thank Marcee enough for her endless efforts to make us happy and to make buying and selling seemingly easy in this ever-changing market. While Marcee is a star in her own right, she also comes with other collaborative business relationships- we had equally as positive experiences with mortgage lenders, home stagers and packers, and home inspectors to make buying, selling, and moving seamless. We know Marcee to be a top tier real estate agent and now we consider her a new friend as we enter the next chapter in our new house.

what others ARE SAYING



CHRISTIAN AND
LAURIE A.



Marcee helped us find our home in a great area and near amazing schools !

We were confident she could handle our requests and needs as we were relocating from across the country. She never pushed back on us and she listened to our wants and needs. She never made us feel uncomfortable at any point and we knew she had our best interest at heart.

In this aggressive market we were buying in, she never made it seem like she was working with or for anyone else. We always seemed to be her #1 priority from start to finish. That was a nice feeling.

She is a hard worker and very motivated. The world needs more people like Marcee !!!

READY TO
LIST?



GET IN CONTACT



Marcee
MCMULLEN

REALTOR & TEAM OWNER

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WEST CHESTER, PA