

# About Home with Sherry Team

Real estate isn't a hobby, and your home isn't just a house. It takes a team of dedicated professionals to deliver the real estate experience you deserve.

Our team of agents has decades of experience buying and selling homes across the Atlanta market. The team approach means your agent will always be focused on you. Throughout the process, she'll have the assistance of our full-time operations, marketing, and social media managers. Together they'll work to ensure you have a smooth transaction.

When you work with Home with Sherry Team, you can expect honest answers based on what's best for you, not us. We know that buying or selling a home can be fraught with emotion. Our goal is to make the whole process as stress-free as possible for you.

Our team is backed by Compass a world-class real estate brokerage with a nationwide network of top-tier agents, sophisticated technology, unmatched marketing, and unique programs for buyers and sellers.

We've got you.





## #5 Small Team

REAL TRENDS IN GEORGIA

**70%**

OF OUR BUSINESS  
COMES FROM  
REFERRALS

**\$65-85M**

SOLD ANNUALLY



# Who you choose to sell your home *matters.*

Have you considered trying to sell your home on your own? Would it surprise you to learn that homes sold for sale by owner sell for an average of 10-20 percent less than homes listed by a realtor? So, in trying to save 3-6 percent in commission, you may be losing money.

Whether we're in a buyer's or seller's market, an agent who truly understands the nuances of the local market can get you from listed to sold for the most money and least hassle. Our team of experienced agents has the market knowledge and extensive resources to deliver the sales experience you deserve.

## How do we do it?

Accurate pricing.  
Proper Preparation.  
Strategic marketing.



## PRICING

We price based on facts - neighborhood, condition, age, improvements, and comparable sales - while considering current market conditions. Listing with the correct price from day one matters. The adage "The longer you sit, the less you get" isn't just a cute saying. Historical data tells us your home receives peak attention for 7 days. After that, buyer activity drops off significantly.

*99% of agents don't use accurate square footage. We've trained under an appraiser and have access to the same systems they do to pull accurate square footage and other information not available through tax records.*



## PREPARATION

First impressions matter. Your home needs to be in tip-top condition before it hits the market. Buyers have proven time and again they aren't interested in homes in need of repairs and updates. If you have deferred maintenance or haven't kept your home updated, we can help. We'll assist you in selecting the updates and repairs that will earn you more. We can even front you the money for those projects through our brokerage's Compass Concierge Program.

### COMPASS CONCIERGE

*Compass Concierge will front you the money for work including painting, flooring, staging, repairs, and updating. You simply pay it back at closing. No fees. No interest.*


*Our goal is to make this process as stress-free as possible. We have established relationships with tradespeople, contractors, and stagers allowing work to get done quickly and properly to get your home sold with minimal delay. We handle all of the scheduling so that you can focus your energies elsewhere.*



Even if you aren't using Concierge our stager will prepare your home for photos and showings by bringing in a mix of accessories and furniture that will attract buyers to your home. Once your home is ready, we will bring in a professional photographer to capture your home's best features. In some cases, we may include drone or twilight photography, shoot a lifestyle video, or add virtual staging if your home is vacant.

# Strategic Marketing

Once the hard work of getting your home ready to list is done, it's still going to take more than sticking a sign in the yard and putting your home in the MLS to get you sold faster and for more. With our team, you won't get a cookie-cutter effort. We draw on our backgrounds in corporate PR and marketing to tailor our approach to ensure the right buyers see your home.



We'll grab the attention of potential buyers by putting pictures of your home's best features first — order matters, you only have 3 seconds to make a positive impression. We also write engaging copy meant to help them imagine your house as their next home.


Then we'll cast a wider net using Compass's daily newsletter and internal "Facebook" to expose your home to Compass's worldwide network of agents.

We'll make your listing stand out on Zillow, Trulia, and Realtor.com by adding a video tour and a custom link to your listing on our website.

Potential buyers will see your home featured on our social media including Facebook, Instagram, LinkedIn, and Twitter. We do a combination of organic posts and paid advertising.

Video tours of our listings are featured on our YouTube channel.

Your home will be featured on both our team's and Compass's website attracting thousands of potential buyers a month.



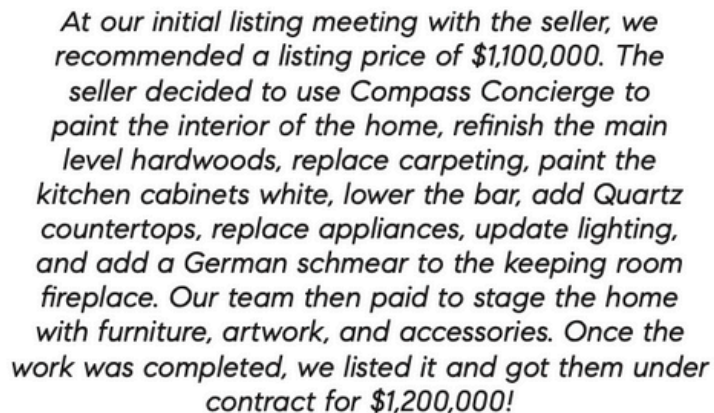
We produce a variety of printed material, often with a QR code that take potential buyers to a landing page on our website created just for your home. It features photos, video, listing details, along with information about the neighborhood, schools, and the local community.

Atlanta regularly attracts buyers from other states. We are approved by all major relocation companies: Cartus, Sirva, Relocation Today. Additionally, we attract out-of-area buyers via our YouTube channel. On it we feature video tours of many of our listings as well as informational videos about some of the more popular communities and suburbs that we serve.

As you receive offers, we'll help you understand the nuances of each so that you can select the best one for you. Then, we'll make sure you close. Not all deals make it to the closing table. Frequently it's the appraisal that causes them to fall apart. Some agents, particularly inexperienced ones, just don't understand the appraisal process. Our agents have trained under a professional appraiser and are skilled at providing them with the documentation and data they need to ensure your home appraises.



**1236 Everton Place**



## A bright, modern living room with a large, multi-paned window on the right wall, offering a view of trees. The room features a light-colored sofa, a dark wood coffee table, and built-in white shelving with arched niches. A large, cylindrical lamp stands next to the sofa, and a chandelier hangs from the ceiling. The room is decorated with a patterned rug, a blue armchair, and a small table with a plant.



# Delivering the extraordinary *by putting people first.*

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*"We were extremely pleased at every turn of our recent experience with the Home with Sherry team. The team operates with a spirit of excellence and we were completely impressed. We had a very quick and smooth transition on both the buy and sell sides that they managed. When questions did arise, they were addressed and answered speedily. Because of their collective years of knowledge in real estate, finance, marketing and the ATL market, they made the entire process work seamlessly. We highly recommend Sherry Ajluni, Mendy Short and their entire team!"*

– Sherri Kightlinger

*"We had a nightmare with the lack of integrity from our first agent, then we met the Sherry Team and started over! If you want a team of competent, professional, caring people, you will get the best with Stephanie, Sherry and all the others that made our sale go smoothly. Don't take a chance with your huge investment, this team will do it right the first time."*

– Darnell

*"The team (especially Amy!) did a fantastic job helping us sell our house. We had a compressed timeline and complications posed by our need to move before our home went on the market. The team helped us with All The Things(tm) to get us a great offer and work with our being in another state."*

– Robin Fredericksen

*"Joy Bowman and Stephanie Brice Percynski were lifesavers and found us a house at just the right time. They listened to our needs and led us to the perfect home in a neighborhood that feels like family already. Joy was easy to communicate with and held our hand through the closing. Since our move in the whole team has been helpful with recommendations for vendors and even restaurants. We're happy to call them friends now and so grateful!"*

– Stuart Lucas

## We've got you.



### Home with Sherry Team

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COMPASS

# What's your home really worth?



**Scan for a fast  
and free home valuation**



**COMPASS**