

BATCHELOR HANNA GROUP

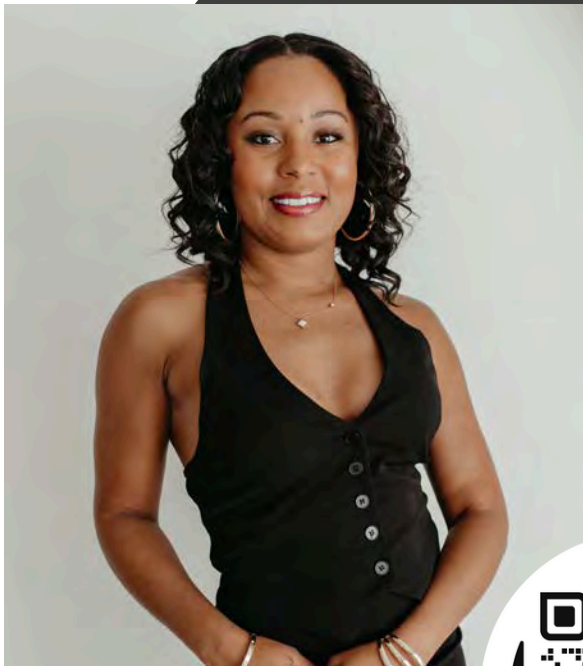
**Real** Real Broker, LLC



# SELLER'S GUIDE

**THE ULTIMATE ROADMAP TO SELLING A HOME.**

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# → THE TEAM



## MEET ASHLEIGH WOODS & THE BATCHELOR HANNA GROUP

Whether representing a first-time homebuyer, a seasoned investor, or someone looking to upsize or downsize, individuals should not undertake the home buying process alone. The sensation of owning one's home, or facilitating its sale, is profoundly liberating, and it's a sentiment that every person deserves to experience at least once in their lifetime.

As Ashleigh embarked on her journey in Real Estate, she discerned that a lack of financial literacy often presents a significant barrier for families striving to establish generational wealth. Drawing from a background in communications, coupled with a foundation in education and hospitality, she is well-equipped to provide a supportive and exceptional experience for both homebuyers and sellers. With a seasoned agent by their side, the home buying journey can be transformed into a seamless and gratifying endeavor.

Ashleigh embodies the essence of a dedicated Realtor, consistently staying abreast of market trends, fostering robust connections within the industry, and possessing a wealth of knowledge. Her approach is characterized by organization, personability, passion, tenacity, honesty, creativity, self-motivation, and a keen understanding of technology.

Beyond her professional pursuits in real estate and cherished family moments, Ashleigh is deeply committed to reinvesting her time and energy into the community. She actively engages with local youth and homeless programs, recognizing that fostering a strong sense of community in Las Vegas is paramount. For her, the adage "it takes a village" rings resoundingly true, and she is dedicated to playing her part in building and nurturing that village.



# THE NUMBERS

## WHO WE ARE.

The Batchelor Hanna Group's success is built on a winning combination of innovative marketing strategies, unparalleled access to exclusive listings, and deep local market knowledge. We have helped countless individuals and families find their perfect dream home in Las Vegas, thanks to our exceptional skillsets and unwavering dedication to exceeding client expectations.

If you're in the market to buy or sell a home, estate, or custom lot in the Las Vegas area, don't hesitate to reach out to the Batchelor Hanna Group.

**\$1 BILLION+**

IN SALES VOLUME SOLD BY THE  
BATCHELOR HANNA GROUP

**500+**

FIVE STAR REVIEWS FOR THE  
BATCHELOR HANNA GROUP

**4,000+**

PROPERTIES SOLD BY THE  
BATCHELOR HANNA GROUP

**\$600,000+**

AVERAGE LIST PRICE WITH THE  
BATCHELOR HANNA GROUP

**12**

AVERAGE DAYS ON MARKET BY  
THE BATCHELOR HANNA GROUP

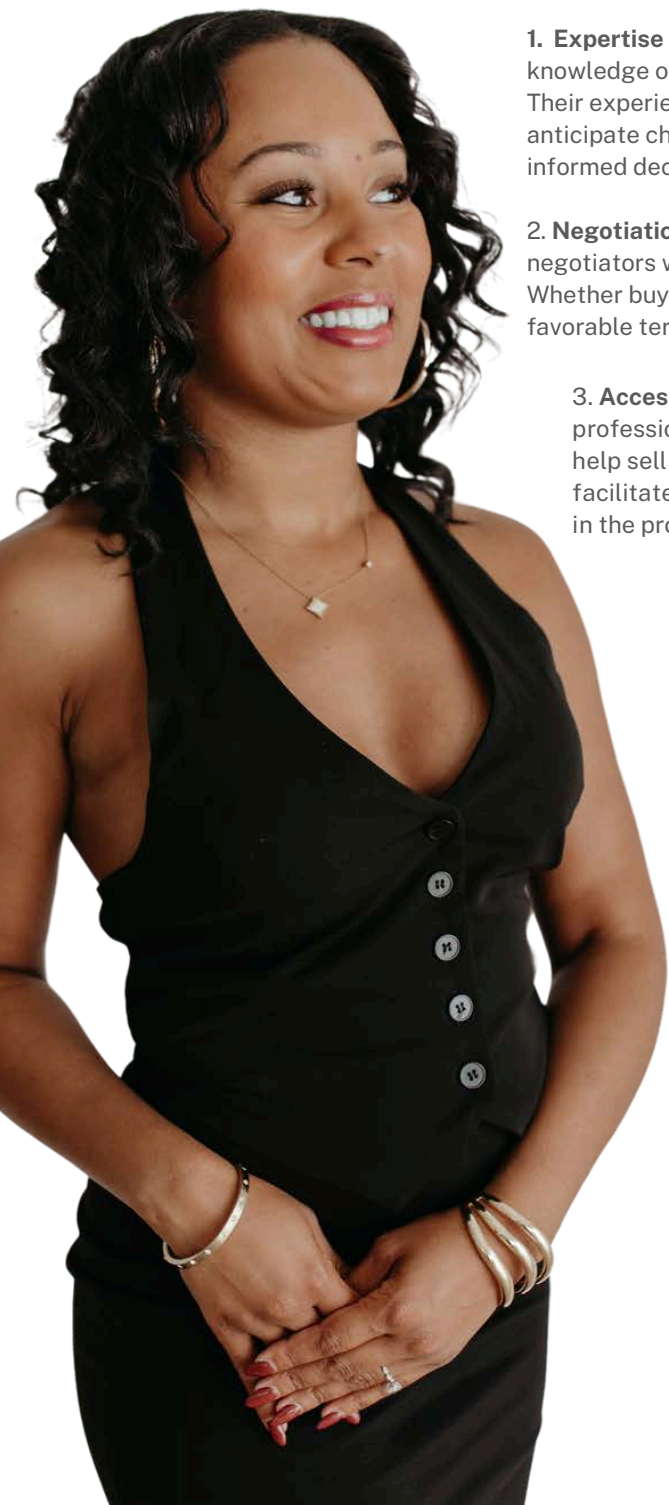
**95.2%**

% OF PROPERTIES LISTED BY BH  
GROUP THAT SOLD AT LIST PRICE



# THE VALUE OF A REAL ESTATE PROFESSIONAL

*Unlock the full potential of your real estate journey with our dedicated team of professionals. As your trusted advisor, we prioritize your best interests above all else, representing you — in every step of the selling process.*



**1. Expertise and Experience:** Our agents possess comprehensive knowledge of the local market trends, neighborhoods, and property values. Their experience allows them to navigate complex transactions efficiently, anticipate challenges, and provide invaluable insights to help you make informed decisions.

**2. Negotiation Skills:** The BH Group agents have been trained to be skilled negotiators who advocate on your behalf to secure the best possible deal. Whether buying or selling, they leverage their expertise to negotiate favorable terms, ensuring you achieve your goals while minimizing risks.

**3. Access to Resources and Networks:** Our access to extensive networks of professionals, including lenders, inspectors, contractors, and other agents help sell your home. They can recommend reputable service providers and facilitate smooth transactions by coordinating with various parties involved in the process.

**4. Market Exposure:** When selling a home, we employ comprehensive marketing strategies to maximize exposure and attract qualified buyers. From listing your property on multiple online platforms to hosting open houses and promoting through their professional networks, agents ensure your home receives maximum visibility.

**5. Time and Convenience:** Buying or selling a home involves numerous tasks, from researching properties and scheduling viewings to negotiating contracts and managing paperwork. Our team will handle these responsibilities on your behalf, saving you time and reducing stress throughout the process.

**6. Legal Protection:** Real estate transactions involve complex legal documents and regulations. Our legal team and agents are well-versed in state and local laws governing real estate transactions, ensuring all contracts and disclosures comply with legal requirements and protecting you from potential liabilities.

**7. Market Insights and Advice:** The BH Group will provide valuable market insights and advice based on our expertise and access to real-time data. Whether pricing your home competitively or identifying investment opportunities, the guidance empowers you to make informed decisions that align with your objectives.

# BUY OR SELL FIRST? ←

## BUYING A HOME BEFORE SELLING

### PROS:

1. **No Time Pressure:** Purchasing a new home before selling allows you to take your time finding the right property without feeling rushed.
2. **Smooth Transition:** You can move into your new home at your own pace, minimizing the stress of coordinating the sale of your current home with the purchase of a new one.
3. **Avoid Temporary Housing:** You won't need to find temporary housing during the gap between selling and buying, which can be more convenient and cost-effective.

### CONS:

1. **Financial Risk:** Owning two homes simultaneously can strain your finances. You'll need to manage mortgage payments for both properties until the first one sells.
2. **Double Mortgages:** If your existing home doesn't sell quickly, you might end up paying two mortgages, increasing your financial burden.
3. **Market Uncertainty:** The real estate market is unpredictable, and the value of your current home may drop while you're waiting for it to sell, affecting your overall budget.

## WAITING TO BUY UNTIL AFTER PRESENT HOME SELLS:

### PROS:

1. **Financial Security:** Selling your current home before buying a new one ensures you have the funds to purchase without the risk of double mortgages.
2. **Negotiating Power:** Being a cash buyer can give you more negotiating power when making an offer on a new home.
3. **Clear Budget:** You'll have a clearer picture of your budget for the new home after selling the existing property, reducing financial uncertainty.

### CONS:

1. **Temporary Housing:** If your current home sells quickly, you may need temporary housing while searching for and closing on a new property.
2. **Market Changes:** Real estate market conditions can change while you're in the process of selling, potentially affecting your purchasing power.
3. **Limited Choices:** Waiting until after selling may limit your options, especially if you're in a competitive market where desirable properties sell quickly.

*Ultimately, the decision depends on your financial situation, risk tolerance, and the current real estate market conditions. It's essential to weigh these factors carefully before deciding which approach aligns best with your goals and preferences.*

# THE STEPS

Buying a home is a significant financial decision, and it involves several steps. Here's a general overview of the steps to guide you through the home buying process:





# THREE STAGES OF HOME SELLING

*Experience the difference of a comprehensive selling strategy designed to exceed expectations and achieve optimal results.*

1

## PRE-MARKETING CAMPAIGN

- Utilizing advanced targeting strategies, we engage potential buyers through social media, title company farms, and our extensive team database of over 60,000 contacts.
- Employing a multi-channel approach, we deploy email, text, and social media campaigns to reach targeted buyers, including a curated 'Deal of the Week' sent to the top 500 agents in Las Vegas.
- Leveraging our vast network, we initiate a 'coming soon' buzz within our personal mastermind group of 75+ agents and circle prospect potential renters in the area.
- Extending VIP treatment, we orchestrate an exclusive 2-hour buying window for initial showings, inviting all agents to witness your property's allure firsthand.

2

## MLS LISTING PREPARATION

- Collaborating closely, we walk through your property, recommending repairs or renovations for optimal presentation and pricing.
- Employing staging expertise, either digitally or physically, we enhance the appeal of your property.
- Through meticulous analysis of recent sales, we determine the final listing price in consultation with you.
- Ensuring readiness, we facilitate any necessary repairs or renovations through our network of trusted contractors or handymen.
- Capturing your property's essence, we produce professional photos and drone shots, complemented by captivating just-listed social media campaigns and custom listing flyers.

3

## POST LISTING ACTIVITIES

- Propel your listing to prominence by syndicating it to over a thousand real estate websites and marketing it weekly to our vast database of over 300,000 individuals.
- Harnessing the power of our in-house Marketing Director and Videographer, we showcase the full potential of your home with compelling content distributed across various platforms.
- Extend your reach globally through our collaboration with top relocation departments and exclusive feature opportunities on 'The American Dream' TV show.
- Secure premium visibility on Zillow with our status as Premier Top Agents, ensuring your listing stands out among competitors.
- Amplify exposure with custom magazines, brochures, and flyers distributed to our extensive database and real estate firms nationwide.
- Engage in proactive outreach through our weekly 'Calling Tree,' connecting with prospective buyers whose criteria align with your property's features.





# PRE-MARKETING CAMPAIGN

We understand the importance of reaching the right audience from the very beginning. Through strategic targeting and personalized engagement, we set the stage for a seamless selling process.

## **Targeted Buyer Engagement:**

In today's digital age, finding the perfect buyer for your property requires precision and expertise. Through our extensive network and cutting-edge technology, we identify potential buyers who match the unique characteristics of your home. From social media to title company farms and our vast team database of over 60,000 contacts, we leave no stone unturned in our quest to find the perfect Buyer for your property. We then target market with digital Facebook/Instagram/TikTok Ads and print mailers of your home to the candidates who may fit the property. This strategy is how we get 34% of our listing inventory sold completely off market.

## **Exclusive Deals:**

Stand out from the crowd with our exclusive 'Deal of the Week' campaign, where we showcase select properties to the top 500 agents in Las Vegas. 1% of Real Estate Agents sell 99% of homes in Las Vegas. This is why it is important to have access to an agent within that network to share your home first amongst our Top 1% group. Additionally, our coming soon listings are shared with our personal mastermind group of 75+ agents, generating excitement and anticipation before your property even hits the market.

## **VIP Experience:**

Experience the difference of our VIP (Very Important Property) treatment, where we create a two-hour buying window for initial showings exclusively for agents. This personalized approach ensures that your property receives the attention it deserves, setting the stage for a successful sale. In this window we have top brokers from around the Valley tour your home and share the content within their databases. Within two hours your home has the word of mouth of hundreds of people.



# MLS LISTING PREPARATION

*Careful preparation is the key to a successful sale. From recommending repairs to staging and pricing strategy, we leave no detail overlooked.*

## **Property Walkthrough:**

Before your property hits the market, we conduct a comprehensive walkthrough with you, the owner. During this process, we identify any repairs or renovations that may be needed to maximize your property's appeal and value. Our goal is to ensure that your property shines from every angle, attracting potential buyers and commanding top dollar.

## **Staging Expertise:**

First impressions matter, especially in the world of real estate. That's why we can offer expert staging services to showcase your property in the best possible light. Whether it's through physical staging or digitally enhanced visuals, we create a welcoming atmosphere that resonates with buyers, helping them envision themselves living in your home.

## **Pricing Strategy:**

Determining the right listing price is crucial to attracting potential buyers and maximizing your return on investment. That's why we carefully review with you the recently sold comparable sales to determine the final listing price. By leveraging market data and our expertise, we ensure that your property is competitively priced for a successful sale.

# POST LISTING ACTIVITIES

*Every property has a story to tell, and we're committed to sharing yours with a global audience.*

## Digital Exposure:

With over ten-thousand real estate websites in our syndication network, your property receives maximum exposure online. From popular platforms to niche marketplaces, we ensure that your listing reaches potential Buyers wherever they may be searching.

## Global Reach:

Expand your reach beyond local borders with our collaboration with top relocation departments and exclusive feature opportunities on 'The American Dream' TV show. With viewership spanning across 45 states and 3 countries, your property gains exposure to a global audience of potential buyers.

## Premium Visibility:

As Zillow Premier Top Agents, we ensure that your listing stands out from the competition with premium visibility on one of the largest real estate platforms in the world. With higher placement in search results, your property receives the attention it deserves, attracting qualified buyers and driving results.

 matterport



 matterport





# THE MARKETING

1



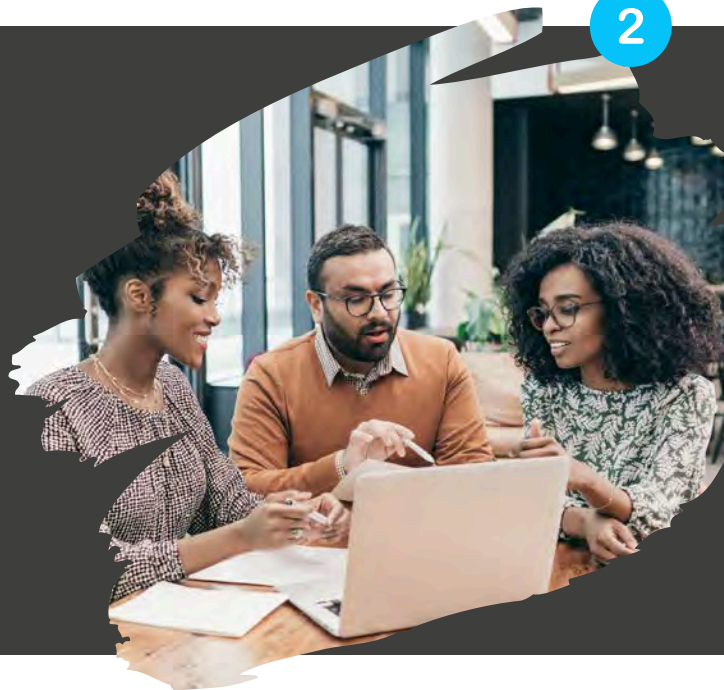
## PRINT MARKETING

Unlock the full potential of your property's exposure with our comprehensive print marketing solutions, all tailored to maximize outreach within our budget. From captivating flyers to eye-catching postcards, sophisticated magazines, and informative brochures, we leave no stone unturned in ensuring your home reaches the widest audience possible. Harnessing the power of targeted mailers, door hangers, and business cards, we guarantee your listing stands out in every neighborhood. Elevate your marketing strategy with two-sided and tri-fold cards, each meticulously crafted to showcase your property's unique charm. Our personal touch extends to handwritten notes, adding a warm and personalized touch to potential buyers. Let us bring your vision to life with custom marketing designs, ensuring your property shines in the crowded real estate market. Trust us to make your home a standout success story.

2

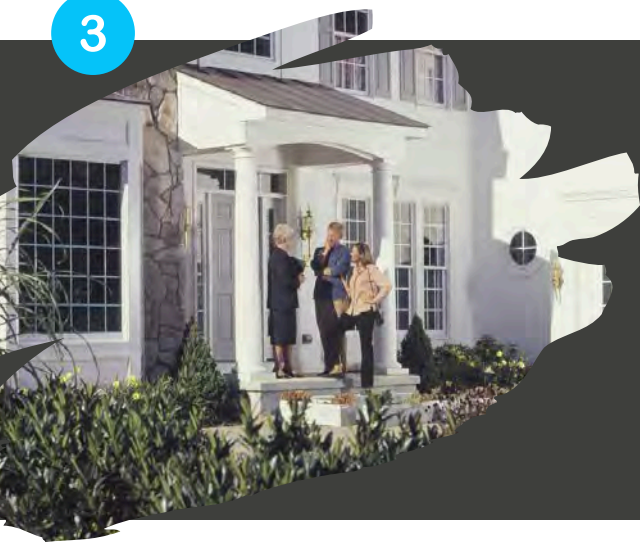
## DIGITAL MARKETING

Maximize your property's online presence with our cutting-edge digital marketing solutions, all seamlessly integrated into our budget-friendly strategy. Our expert team crafts stunning website designs and optimizes them to ensure your listing captivates every visitor. With precision-targeted ad creations and meticulous monitoring, we guarantee your property gets noticed by the right audience. Engage potential buyers through dynamic social media posts and digital marketing e-cards, designed to leave a lasting impression. Leverage the power of custom email and text marketing campaigns, delivering your property directly to interested parties' inboxes. Plus, benefit from being featured in our digital newsletter, reaching an extensive network of potential buyers and investors. Trust us to propel your home to the forefront of the digital marketplace, ensuring it receives the attention it deserves.



From traditional print materials to cutting-edge digital campaigns, from personalized outreach to national television features, our comprehensive marketing strategy is designed to ensure your property stands out in today's competitive real estate market. With a team of seasoned professionals dedicated to your success, we leverage the latest tools and techniques to create a tailored marketing plan that suits your property's unique attributes and target audience.

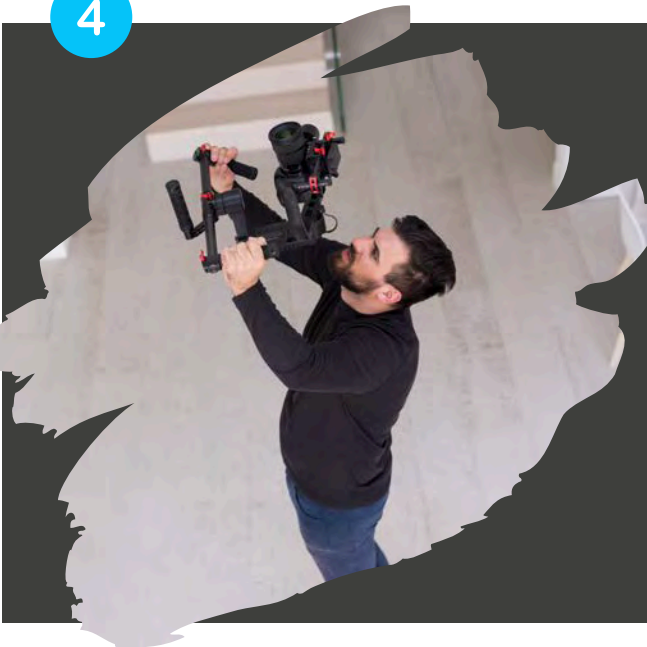
3



### PAVEMENT POUNDING

Some agents you can't get to answer their phones... our agents do the sweat equity of marketing your home in person. Our door-knocking and open house events are designed to bring eager buyers directly to your doorstep. Our dedicated team hits the pavement, engaging with the local community to spark interest in your property. Through targeted outreach and inviting open houses, we create a welcoming atmosphere where potential buyers can envision themselves calling your house their home. From showcasing its unique features to highlighting its potential, we go the extra mile to ensure every visitor leaves impressed and eager to make an offer.

4



### PHOTOGRAPHY & VIDEOGRAPHY

Elevate your property's presentation with our comprehensive photography and videography services, all seamlessly included in our marketing strategy. Our skilled team specializes in capturing stunning images that highlight your home's unique features, ensuring it stands out in every listing. Step into the future of real estate marketing with our immersive virtual walkthrough tours, allowing potential buyers to explore every corner of your property from the comfort of their own devices. Experience the ultimate in virtual viewing with Matterport videos, providing an interactive 3D experience that brings your home to life like never before. With our commitment to quality visuals, rest assured that your property will leave a lasting impression on every potential buyer, maximizing its exposure and reaching the widest audience possible.

5

### AS SEEN ON NATIONAL TV

Take center stage on a national television show... The Batchelor Hanna Group has proudly graced the screens of prestigious programs such as the esteemed American Dream TV. This acclaimed show celebrates the vibrant lifestyle and flourishing real estate scene of our city. Picture the unparalleled exposure your home could receive as part of this exclusive platform, captivating an extensive audience hungry for exceptional properties like yours. Don't miss this extraordinary opportunity to elevate your property's visibility and attract discerning buyers who dream of calling your house their home.



## HOW LONG DOES THE PROCESS USUALLY TAKE?

From opening escrow the usual transaction is 30-45 days but can be longer or shorter depending on the specific needs from the Buyer or Seller.

From day one on the market going live, the time it takes to sell can vary widely depending on various factors such as the local real estate market conditions, the property's location, its price, its condition, and the effectiveness of the marketing strategy employed.

In a seller's market with high demand and limited inventory, homes may sell more quickly, sometimes within days or even hours of listing. Conversely, in a buyer's market with lower demand and more inventory, it may take longer for a home to sell, potentially several months or more.

## WHAT IS A 'BUYER' OR 'SELLER' HOUSING MARKET?

### 1. Buyer's Market:

- Definition: A buyer's market occurs when there are more homes for sale than there are buyers looking to purchase. This typically leads to a situation where buyers have more negotiating power, and prices may be more favorable for them.
- Characteristics:
  - High inventory of homes for sale.
  - Homes may stay on the market for longer periods.
  - Prices may stabilize or decrease.
  - Sellers may be more willing to negotiate on price and terms.
- Implications for Buyers: Buyers have more options, and they may have the ability to negotiate lower prices or request additional concessions.

### 2. Seller's Market:

- Definition: A seller's market occurs when there are more buyers in the market than there are homes available for sale. This typically leads to increased competition among buyers, potentially resulting in higher prices and quicker sales.
- Characteristics:
  - Low inventory of homes for sale.
  - Homes may sell quickly.
  - Prices may increase due to high demand.
  - Sellers have more negotiating power.
- Implications for Sellers: Sellers may receive multiple offers, have the potential to sell quickly, and may be able to sell at or above the asking price.

These market conditions are influenced by factors such as economic trends, interest rates, employment rates, and local real estate conditions. Real estate markets can transition between buyer's and seller's markets over time based on these factors. It's important for both buyers and sellers to be aware of the current market conditions to make informed decisions about pricing, negotiations, and timing. Real estate professionals, such as real estate agents, can provide valuable insights into the specific dynamics of the local market.

# SHOULD I CONSIDER SELLING MY HOME AS-IS OR INVEST IN RENOVATIONS?

Whether to sell your home as-is or invest in renovations depends on several factors, including your goals, the current condition of your home, market trends, and your budget. Here are some considerations to help you make an informed decision:

1. **Current Condition:** Evaluate the condition of your home objectively. If it's in good shape with minor cosmetic issues, selling as-is might be feasible. However, if it requires significant repairs or updates, investing in renovations could be beneficial.
2. **Market Analysis:** Your agent will have the research of the local real estate market to help you understand buyer preferences and trends. Determine if renovated homes command higher prices and sell faster than comparable properties in as-is condition in your location.
3. **Return on Investment (ROI):** Consider the potential return on investment for renovations. Focus on cost-effective upgrades that are likely to increase your home's value and appeal to buyers. Consult with a real estate agent or contractor to prioritize renovations that offer the best ROI.
4. **Time Constraints:** Assess your timeline for selling. Renovations can add time to the selling process, from planning and executing the upgrades to marketing the improved property. Selling as-is may be preferable if you're looking for a quicker sale.
5. **Budget:** Determine your budget for renovations and weigh it against the potential increase in sale price. Be realistic about your financial resources and avoid over-improving the home for the neighborhood.
6. **Buyer Preferences:** Consider the preferences of potential buyers in your market. Is there mainly investors buying in your area? They may want to buy as is and do renovations themselves making it moot for you to complete them. Some buyers may prefer move-in ready homes, while others may be willing to tackle renovations themselves. Understanding your target market can help guide your decision.

# WHAT COSTS ARE INVOLVED IN SELLING MY HOME?

Several costs are typically associated with selling a home. While the exact expenses may vary depending on factors such as location, property value, and specific agreements, here are some common costs to consider:

1. **Real Estate Agent Commissions:** Sellers have the option to pay the commission for both their agent and the buyer's agent. The commission is usually a percentage of the final sale price, negotiated between the seller and their listing agent.
2. **Closing Costs:** These include various fees associated with the closing process, such as title insurance, attorney fees, escrow fees, and transfer taxes. The exact amount varies by location and can range from 1% to 3% of the sale price.
3. **Home Repairs or Upgrades:** Depending on the condition of your home, you may need to invest in repairs or upgrades to make it more marketable. This could include cosmetic improvements, fixing structural issues, or addressing any items identified during a home inspection.
4. **Staging Expenses:** Staging involves arranging furniture and decor to showcase your home's best features and help potential buyers visualize themselves living there. While some sellers opt to stage their homes themselves, professional staging services may incur additional costs.
5. **Utilities and Maintenance:** While your home is on the market, you'll need to continue paying for utilities, maintenance, and possibly landscaping to keep the property in good condition for showings.
6. **Marketing Costs:** Your real estate agent may incur expenses for marketing your home, such as professional photography, virtual tours, advertising, and promotional materials. These costs are typically covered by the listing agent but may be negotiated as part of your listing agreement.
7. **Home Warranty:** Offering a home warranty to the buyer can provide peace of mind and may increase the attractiveness of your property. The cost of the home warranty varies depending on coverage and provider.
8. **Negotiated Buyer Concessions:** As part of the negotiation process, sellers may agree to cover some of the buyer's closing costs or offer other concessions, such as repairs or credits, to facilitate the sale.

# THE OFFER PROCESS

The offer process from a seller's perspective can be both exciting and nerve-wracking. Once your home hits the market and attracts potential buyers, you may receive offers that vary in terms and conditions. As a seller, your role is to carefully review each offer with your real estate agent, considering factors such as the offered price, contingencies, and buyer qualifications. Your agent will guide you through the negotiation process, helping you evaluate the strengths and weaknesses of each offer and ultimately selecting the one that best aligns with your goals.



**In a multiple offer scenario**, sellers find themselves in the enviable position of having several buyers vying for their property. This competitive situation can be both thrilling and challenging to navigate. As a seller, it's essential to carefully review each offer with your real estate agent, considering factors such as the offered price, financing terms, contingencies, and buyer qualifications. Your agent will guide you through the negotiation process, helping you evaluate the strengths and weaknesses of each offer and ultimately selecting the one that best aligns with your goals. While multiple offers can create a sense of urgency and drive up the sale price, it's crucial to remain level-headed and make decisions based on what's best for your situation. With the guidance of a knowledgeable real estate professional, you can confidently navigate multiple offer scenarios and secure the best possible outcome for the sale of your property.



# SELLER CHECKLIST

## PRE-LISTING PREP

- Collect essential documents: deeds, mortgage documents, HOA, etc...
- Address repairs/updates to improve the condition/market value.
- Declutter, depersonalize or stage your home to enhance its appeal
- Provide accurate disclosures about property's condition and known issues
- Professional photography/videography & marketing materials made

## LIVE ON THE MARKET

- Live on multiple real estate websites, the MLS, other relevant platforms.
- Your agent will coordinate open houses and private showings.

## OFFERS/COUNTERS

- Review and evaluate offers from interested buyers with your agent
- Negotiate with buyers to reach mutually acceptable terms for the sale

## BUYER DUE DILIGENCE

- Allow the buyer to conduct a home inspection and address issues
- Cooperate with the buyer's lender to facilitate the appraisal

## CLOSING PROCESS

- Gather documents, schedule movers, and coordinate logistics.
- Final walk-through proving the agreed-upon condition before close

## MOVING PREPARATIONS

- Sign paperwork, transfer ownership, and complete the sale
- Transfer of utilities, pack your belongings, and move out of the property according to the terms of the purchase agreement.



“

"Ashleigh listed my home for me and sold it within a week. We live in another state and I was nervous about how smoothly this process would go, but she made it seamless. I texted her night and day with questions and concerns and she responded to me every time within minutes. She is so professional and knowledgeable. Her assistant is extremely organized and really helped keep the whole process flowing. Thank you for making my life easier. You guys are THE BEST!"

**-Julie G, Google.com**

"Very professional and knowledgeable! Ashleigh kept us up to date with the progress of the sale of the home and also assisted with finding an agent in Utah where we bought our new home. Ashleigh was also able to keep us calm during this very stressful process. We are extremely grateful to have signed with The Batchelor Hanna Group to sell our house. By the way, our house sold in 2 days!!"

**- Jill P, Zillow.com**

"A quick summary of our experience with Ashleigh: responsive, attention to detail, and great negotiator. We did a buy and sell and she made sure to maximize our value on both ends. We listed our home on Friday were under contract by Sunday, with multiple offers coming in above asking price. She got us additional time in the house to make sure we could find a new place and not feel rushed or need to find temporary housing. It's scary to sell with no place to go but he was on top of it to make sure we had no worries. When it came to our purchase, there's no other agent I would want going into battle for me. She negotiated a deal under asking price and made sure that we got the house that we wanted! If you want someone who is highly knowledgeable and will go the extra mile to make sure that everything goes smoothly, then look no further!"

**-Carolina F, Realtor.com**



Check my latest Zillow Reviews





# READY TO GET STARTED?

BATCHELOR HANNA GROUP

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**real** Real Broker, LLC

**ASHLEIGH WOODS**  
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Get the latest on everything Las Vegas

