

A modern kitchen interior featuring a white marble countertop, a large brass bowl, and a black faucet. The background shows large windows with black frames and three black pendant lights with brass bases. The text "THE SOLD PLAYBOOK" is overlaid in white serif font.

THE SOLD PLAYBOOK

YOUR HOME-SELLING TO-DO LIST



THE REAL ESTATE
DOCTOR



DEAR HOMEOWNER—

You're taking the first step towards a huge life milestone: selling your home – Congratulations! This guide is your resource for each phase of selling, including questions to ask yourself and checklists that will make this process as seamless as possible. Let's get started, shall we?!

-Chad J. Nash, Ph.D.



SELLER'S ROADMAP

- 01 _____ Choose Your Agent
- 02 _____ Prepare Your Home
- 03 _____ Strategic Pricing
- 04 _____ Staged vs. Vacant
- 05 _____ Modern Marketing
- 06 _____ Showing Your Home
- 07 _____ Closing Process



STEP ONE

CHOOSE YOUR AGENT

WHAT TO LOOK FOR IN A REAL ESTATE AGENT

The right real estate agent should have an in depth understanding of your goals, your market, and a track record for finding buyers at the price and terms their clients want.



INTERVIEW YOUR AGENTS TO UNDERSTAND IF THEY'RE THE RIGHT FIT:

- What's your experience selling?
- What's your avg. sale-to-list price ratio?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?



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STEP TWO

PREPARE YOUR HOME

CONSIDER HOME REPAIRS

Most buyers gravitate towards homes that are move-in ready.


Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

PROPERTY WALK THROUGH

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. Think about your home from a future buyer's perspective.

SMALL IMPROVEMENTS THAT MAKE A BIG DIFFERENCE

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see *what they see within the first 8 seconds.*"

-Chad Nash Ph.D.



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LISTING PREPARATION CHECKLIST

DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda & by opening windows

CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal mementos

REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: Tighten loose door knobs and cabinet pulls



STRATEGIC PRICING

01

Your property attracts the most interest when it is first listed.

02

Properties that are priced correctly from the beginning typically sell for more in the end.

03

Overpriced homes sit on the market longer.



Your agent should *thoroughly evaluate the market* to determine the value of your home and price it appropriately.



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender

STAGED VS. VACANT

THE KEY IS NAILING THE FIRST IMPRESSION WITH BUYERS—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

Together with your agent, you can create warm & inviting atmosphere that makes buyers excited to be there— vacant or staged!

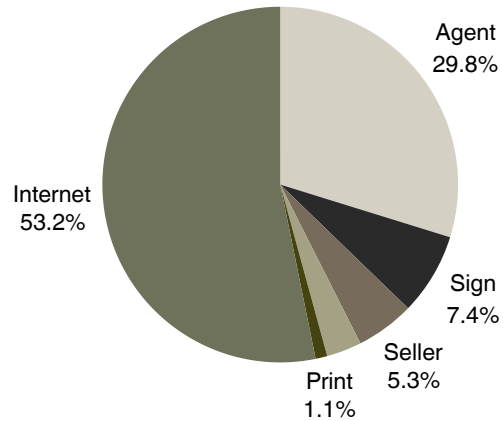


MODERN MARKETING

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home *is on the internet*.

Work with an agent who will maximize your home's visibility online with things like:



- Photo & video
- Email marketing
- Social media marketing
- Targeted ads

02 TRADITIONAL MARKETING

Equally important are traditional marketing strategies that work hand-in-hand with digital marketing.

Work with an agent who offers a robust traditional marketing package - things like:



- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures



MODERN MARKETING

It's an agent's job to bring the seller a buyer at the *terms & price* they want. A mix of *digital & traditional* marketing is how to achieve it.

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home is on the internet.

Work with an agent who will maximize your home's visibility online with digital marketing including:

- Photo & video
- Social media marketing
- Email marketing
- Targeted ads

02 TRADITIONAL MARKETING

Traditional marketing strategies are also important for reaching the right buyer

Work with an agent who offers robust traditional marketing strategies, including:

- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures

& when it's implemented successfully...



THE SALE OF 20890 BEEKMAN

KEY STRATEGIES

- **Broker Preview** - Invited agents in my network to view the property before it hit the market, giving them firsthand knowledge to share with their active buyers.
- **Yard Sign Captures** - Using a QR code, we drove immediate interest from passersby to the online listing. Capturing their email address to follow up and continue the conversation.
- **Exclusive Property Preview for Neighbors** - who then sourced friends, family, and colleagues searching for a home in the area.
- **Social Media Marketing** - Produced 2 property walkthrough videos and 2 reels, showcasing key selling points and the area's lifestyle benefits. Distributed the videos on Instagram, Youtube & Facebook.
- **Targeted Ads** - Reached a strong pool of potential buyers using tailored demographic targeting.
- **Custom Email Blasts** - Targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing videos and open house dates.

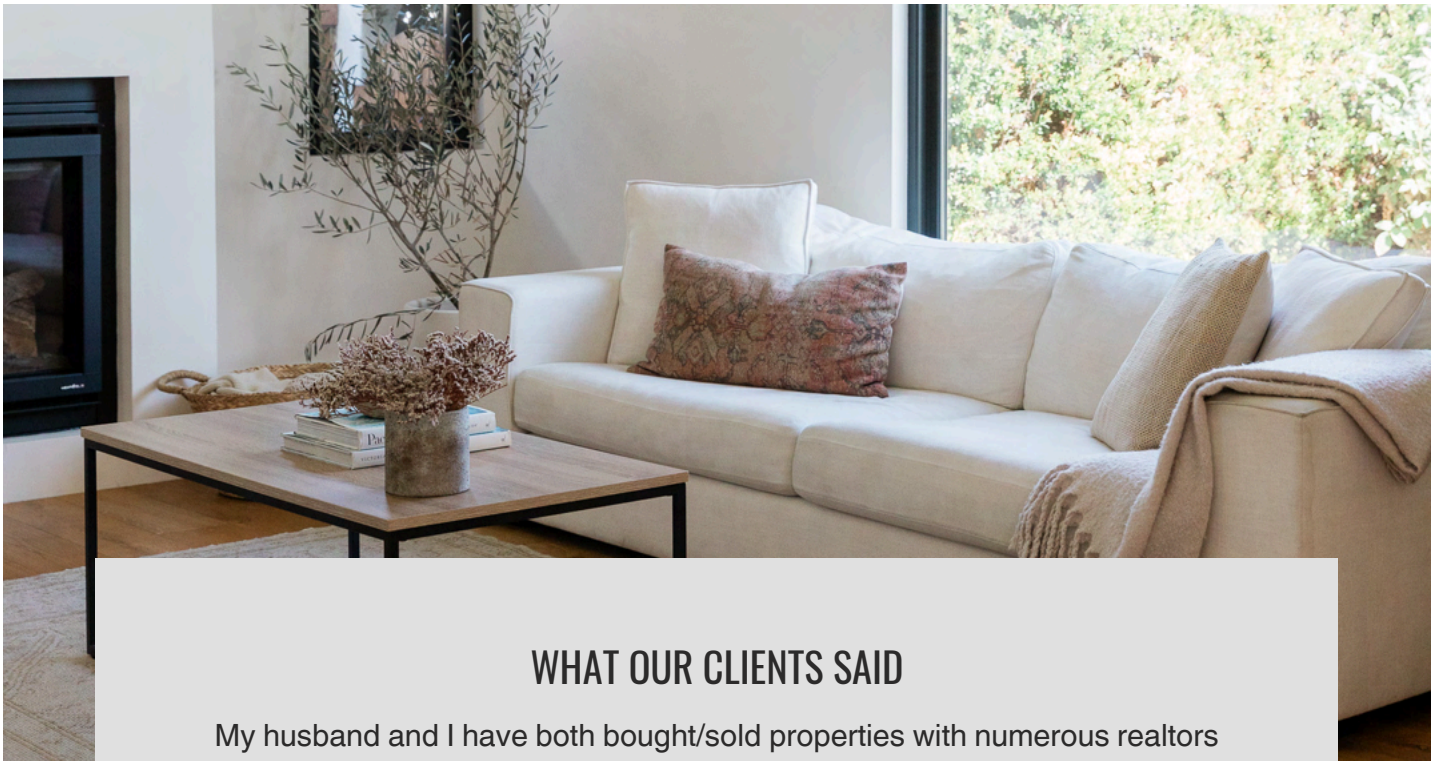
MARKETING ASSETS



THE SALE OF 20890 BEEKMAN

RESULTS

- Reached over 20,000 targeted users on social media
- Sourced 12 high-quality leads
- Multiple offers received
- Sold 9% over the asking price
- The owners were thrilled with the quick sale and the seamless marketing process



WHAT OUR CLIENTS SAID

My husband and I have both bought/sold properties with numerous realtors over the years and both thought Chad's approach was much clearer and upfront. We especially loved the personalized videos that were sent before meetings, they absolutely helped us prepare and understand what we were going to talk about. The constant communication from Chad and his team was also much appreciated. Thank you so much!

- Andrea & Irv



SHOWING YOUR HOME

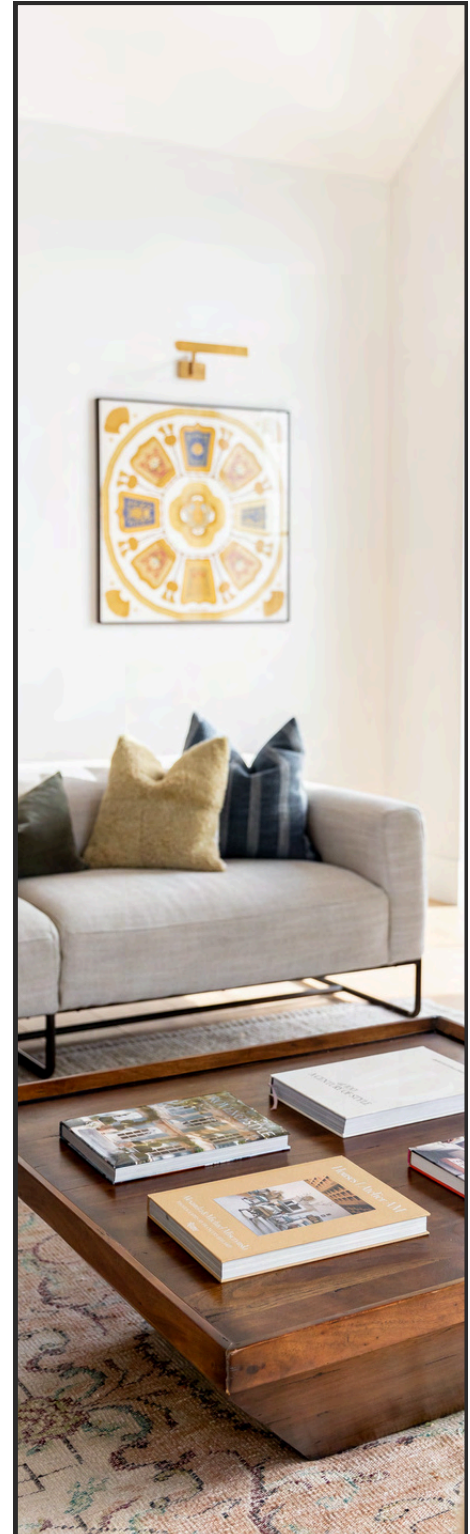
NEXT UP - SHOWING TIME!

Together with your agent, you'll decide on parameters for welcoming interested buyers your home.

Your agent will provide you with an electronic lockbox to store keys. Anytime it is accessed your agent is notified.

BEST PRACTICES FOR SHOWINGS

- Electronic lockbox is utilized
- Showings are designated for pre-qualified buyers only
- 30-minute tours
- Owner has stepped out
- Pets are secured or vacated
- Feedback is gathered & shared with owner



SHOWING PREPARATION CHECKLIST

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

GET GRANULAR

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables



CLOSING PROCESS

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer.

These are the major milestones to expect:

01

ESCROW

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

BUYER'S DUE DILIGENCE

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

LOAN APPROVAL & APPRAISAL

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

FINAL WALKTHROUGH

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

CLOSING DAY

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

PACKING & MOVING

The owner can start packing up their belongings and planning to move! Congratulations!



ABOUT ME

WHAT YOU CAN EXPECT WORKING WITH ME

I'M CURIOUS

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'M COMMITTED

I bring my A-game to every transaction, and I'm committed to achieving the best outcomes for my clients.

I'M PROACTIVE

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'M PERSONAL

I believe in building relationships on mutual respect (and some humor!). I've found this is what leads to the best outcomes.

My speciality is helping homeowners get the best price and terms for their home. Shoot me a message if you have any questions about the sales process or what working together could look like - I'm here to be a resource to you!



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FOLLOW ALONG ON
SOCIAL MEDIA



WHAT'S NEXT?



KNOW WHAT YOUR HOME IS WORTH

Get a free market analysis tailored to your home and neighborhood. See what similar homes are selling for & understand what buyers in [City Name] are looking for.

Next Step: Reach out to me with your address & I will provide a complimentary market analysis.

READY TO LIST ASAP?

Let's create a custom selling strategy to get your home sold quickly and for top dollar. We'll identify a competitive price and implement a proven marketing plan tailored to your home.

Next Step: Click here [insert link] to schedule a call and let's get started.

NOT SELLING ANYTIME SOON?

That's okay! I'm here to be a resource regardless - if you have any questions, don't hesitate to reach out.

Next Step: Follow along on Instagram - I'm always sharing local happenings, recommendations & market updates.

