

# SELL YOUR HOME

*With confidence*

The essential guide to a fast, stress-free, and profitable sale!



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**COLDWELL BANKER**  
**WEST**



# Hey There!

What's the difference between selling your home and selling for top dollar? The details! I understand that selling a home in today's market can seem overwhelming. While some sellers are selling for good money, there's more to it than the money, honey! My sellers are receiving clean offers with short timeframes, and quick closes. Details matter!



Thank you for choosing to put your trust in me for the process of selling your home. I am committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and I hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be in constant contact with you the whole way. Your experience will be unique and I will adjust my services according to your needs. My focus is on your complete satisfaction and delivering a smooth transition from start to finish.

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# Steps TO SUCCESS

1

## **MARKET PREPARATION**

We will discuss everything from decluttering, to when to expect to hit the market, Open house schedules, etc. I will draft an outline of events so you know what to expect along the way.

2

## **PHOTOGRAPHY/ MARKETING**

Professional photos & video will be done. My team will draft up the marketing. Flyers, social media posts & ad campaigns.

3

## **WE ARE LIVE!**

The day before, I will have a sign installed as well as a lock box & then we are ready to go!!

4

## **EXCLUSIVE OPEN HOUSES**

I will hold your home open for 3-4 hours the first weekend on the market. This will be for scheduled appointment only.

5

## **TOP LEVEL NEGOTIATIONS**

as we start to get offers in, I will put them into a spreadsheet, outlining the details and pros/cons of each offer. We will setup a time to sit and go over them, and discuss your options.

6

## **OPENED ESCROW!**

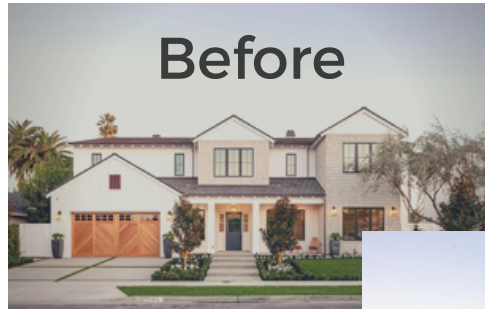
Once we pick a buyer we open escrow! and the buyers time frames begin. We are one step closer to closed!

# Money making

## Marketing

### DID YOU KNOW..

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home!



I WORK WITH A LUXURY PHOTOGRAPHER TO TAKE THE BEST PICTURES, VIDEOS AND DRONE IMAGES TO SHOWCASE YOUR HOME ONLINE.

# Online Website Distribution

*what's that?*



**Don't just  
settle for  
Zillow or  
Realtor.com**

People will see your home online before they see it in person. Using my professional marketing techniques, I will create a visual story that speaks to the buyers before they even come through the front door!

*Targeted Online Campaigns*

- Targeted Email Campaign
- Targeted Instagram Ads
- Targeted Facebook Ads
- Exclusive Open House Advertising



# Exclusive Open Houses

I *love* showcasing your home and dazzling prospective buyers!



*How we'll prepare:*

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Multiple signs strategically placed around your neighborhood
- Posted on our social media accounts
- Social Media Targeted Ads
- email marketing sent out to multiple companies, county wide, COMING SOON!
- Lenders on site to cross qualify all buyers

04



# My Promise

01

I promise to always tell you the truth about your property and the process.

02

I promise to respect your privacy and your confidences.

03

I promise to follow through and follow up.

From start to finish, my goal is to make sure you understand the process, you know what your options are, and that you are making the best financial decision you can with the tools we have in front of us. No question is too small or too silly and no stone will be unturned.



Let's find  
your dream

home

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