



Home Seller's Guide

SELLING YOUR

*home*

**READI**

REAL ESTATE

# Hello!

What's the difference between selling your home or failing to do so? The details! We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, homes are sold each week in our area.



Thank you for choosing to put your trust in me for the process of selling and/or buying your home. Every member of my team is 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 we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and favorable, with flexible service adjusted according to your wants and needs. My focus is on your complete satisfaction.

## MICHELE BRYANT

REAL ESTATE BROKER

757-268-5345 - MICHELEBRYANTREALTOR@GMAIL.COM



# OUR TEAM



*Michele Bryant*

REALTOR® and Principal Broker



*Curtis Bryant*

Residential and Commercial  
REALTOR®

We believe strongly that it is not only our duty to represent our clients to the best of our ability, but also to educate them throughout every step of the process.

**READI**  
REAL ESTATE

# Steps to Closing

## 01 BEFORE LISTING

- schedule an appointment
- meet with Interior Staging Consultant (if applicable)
- discuss best strategy for selling
- formal listing presentation
- executed listing agreement
- property evaluation
- complete market analysis
- establish sales price

## 02 LISTED & ACTIVE

- marketing campaign started
- professional photography taken
- sign installed
- submitted to multiple listing service
- Showing times selected
- property marketing created
- social media launched
- e-mail campaign started
- open house scheduled

## 03 UNDER CONTRACT

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!

# EIGHT

## STEPS TO SUCCESS

01  
PHOTOGRAPHY

05  
PRINT MARKETING

02  
MARKET PREPARATION

06  
RESPONSE TIME

03  
ONLINE PLACEMENT

07  
SOCIAL MEDIA

04  
ACTIVE PHONE WORK

08  
OPEN HOUSES

# 01 phone vs. PROS



Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!

## Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.





# 02

## Preparing to hit the market

We advise on decluttering, making repairs / alterations that will help you gain financially. As well as show the home in it's best possible form.

Potential buyers want to feel like they can easily fit all their belongings and be well-organized.

Remember... First Impressions  
Last a Lifetime  
Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.





# IMPORTANT AREAS

## INTERIOR:



Clear all surface areas including tables, bookshelves & countertops of clutter



Remove all items around sinks and in showers/baths



every light fixture has working bulbs of the same color



Wash all windows and mirrors



remove all pet related items and food



Take personal items off the walls



All laundry is either put away or hidden



Take all trash out



Move all sensitive paperwork and medication to a secure area



# IMPORTANT AREAS

## EXTERIOR:



Mow both front and back of your lawn. Edge and blow away clippings.



Hide large trash cans



Pick up any pet "left behinds" in the yard

Wash all windows and clean screens

Touch up paint

Move any extra vehicles from the drive way

display seasonal flowers and landscaping

weed any flower beds

Clean front porch and secure any loose handrails

# 03

# Online website distribution

TO GET YOUR LISTING OUT THERE AS FAST AS POSSIBLE  
Don't settle for just Zillow or Realtor.com

- ✓ Realtor.com
- ✓ Zillow.com
- ✓ REIN.com
- ✓ Homes.com
- ✓ Nextdoor
- ✓ Homefinder.com
- ✓ Homesnap
- ✓ Hulilly.com
- ✓ Social Media Post
- ✓ Target Online Campaign
- ✓ 50+ National and Local Publishing Sites





# Making the Calls

## Proactive Telephone Marketing

Fewer and fewer real estate agents are becoming skilled at the art of pro-active prospecting. A dirty little secret is that most agents fear rejection and that keeps them from picking up the phone and prospecting for their sellers. Agents like this rely on other agents working through the MLS to sell their listings for them.

We are constantly working toward finding the right buyer for your home. We don't just sit back and passively wait for buyers for your listing to come to us, we fearlessly and proactively go find them.

- We approach each call with
- Confidence
- Preparation
- Enthusiasm

04



# Follow-Up

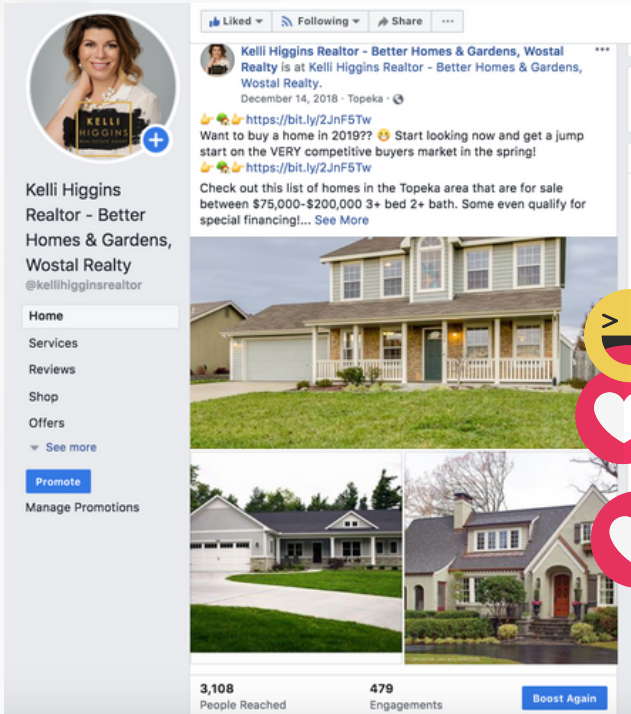
According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our goal is to follow up immediately.

06

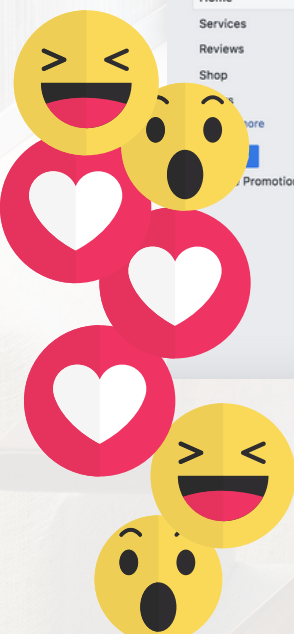
# 07

# Social Media Strategy



## 2020 Social Media Stats

- An average user spends 2 hours and 24 minutes per day on social media in 2020.
- 50.1% of the time spent on a mobile is done using social media apps in 2020.
- Facebook is the most popular, costing people an average of 2 hours and 24 minutes each day.
- Youtube takes an average of 40 minutes per day.
- Users spend an average of 30 minutes per day on Snapchat in 2020.
- Instagram users are spending an average of 28 minutes on the platform daily in 2020.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.



# Open Houses

TO GET THE BEST POSSIBLE

We can showcase your home with an open house.

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



## HOW WE PREPARE:

- Posted on all major websites including Zillow, REIN.com, and the local MLS
- Several signs strategically placed around your neighborhood
- Postcards mailed to the area
- Posted on our social media accounts
- Social Media Ads



# Our Promise to You

1

I promise to tell you the truth about your property.

2

I promise to respect your confidences.

3

I promise to give you good advice.

4

I promise that you will understand what you're signing.

5

I promise to follow through and follow up.



# READI

REAL ESTATE

READI REAL ESTATE  
739 HIGH ST. #109  
PORTSMOUTH, VA 23704  
757-302-1222(O)