

# OUR HOME SELLING

*Difference*

A LISTING GUIDE

*Sold by Sellers*

WENDY WARD SELLERS - 704-650-8692



SOUTHEAST

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I know that selling your home is a big decision and that trusting someone to help you with that process is not an easy task. I appreciate you taking the time to talk with me. I look forward to taking a tour of your home and hearing all about what you love about your home. We will talk in-depth about all the details of your home and about how we will strategically market your home. We will also talk about what the market is doing in your area and how that coincides with pricing your home.

In the meantime, please look through this informative packet. I am confident that my strategic plan for selling your home will provide you with the greatest possibility of selling for the highest price in the shortest period. I look forward to speaking with you about the future sale of your home.

*Wendy Ward Sellers*  
REALTOR®

## LET'S CONNECT

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# ABOUT US

# MEET THE TEAM



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# MEET THE TEAM



*Wendy Ward Sellers*

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## Our Values

**Honesty:** We commit to giving accurate information about the real estate market and being transparent with clients.

**Communication:** We will provide timely and precise information and respond promptly to calls, emails, and texts.

**Resourcefulness:** As real estate experts, we will connect clients with relevant professionals in all areas of home-related matters.

**Longevity:** Our support extends beyond the transaction. We offer guidance on property taxes, home improvements, emergencies, and life changes. We aim to be your trusted real estate advisor for now and the future!



10 STEPS TO SOLD



# THE HOME SELLING *process*

## STEP ONE

### consultation

During our complimentary consultation, we will tour your home and go over what needs to be done to prepare your home to sell. I will walk you through the comps in your area, and discuss strategic pricing, and my marketing strategy that will sell your home for top dollar quickly.

## STEP TWO

### preparation

Clean, declutter and organize! While preparing your home to sell may seem like a daunting task, we have all the tools and people to make it happen. Trust my list of tried and true vendors to get the job done right.

Our staging consultation will determine what is needed to get your home show ready. We look at staging like we are creating a neutral palette, so that buyers can envision themselves living there.

Now, pre-marketing can begin. Our photographer, will come to capture your home in its absolute best light. We will work diligently to make sure everything is ready for launch day. From descriptions, photos, paperwork & measurements, everything will be done to make sure your home stands out above the competition. Lastly, a sign and lockbox will be installed.

## STEP THREE

### going live & marketing

Now that we have completed all steps to prepare your home for market, it's time to go live! Our marketing will go above & beyond putting a sign on the yard & placing it in the MLS. We take pride in our broad marketing efforts. Your home will be covered on social media, email, video & print marketing. We also have an in-house network of local agents that we will connect with. We want to meet every possible buyer wherever they might be looking.

## STEP FOUR

### showings

Keeping your home show-ready is going to be key to getting your home sold quickly. I will provide you with a showing checklist so that we take the guesswork out of making sure you are ready for a showing. Keeping a clean and clutter-free home will ensure buyers will only be able to see all the best things about your home.

## STEP FIVE

### offer

Once an offer is received, I will present this offer to you and we will discuss all of the details of the offer. There are many things to consider when you receive an offer and offer price is just one of them. I will help you decide which offer best accommodates your needs and timeline.



# THE HOME SELLING *process*

## STEP SIX

### inspections

After you have accepted an offer, inspections will take place quickly after acceptance. The buyer will pay an inspector to look through the entire property and list all the things that the home could need to be fixed. Big and small items will be on this list. The report will be handed to the buyers to review with their agent. Buyers may or may not try and negotiate items. Once all parties have an agreement, we move on to the next step and an appraisal will happen.

## STEP SEVEN

### appraisal

If your buyer is buying with a loan, then an appraisal will be ordered by the loan officer. Appraisers are often chosen at random from a pool of appraisers. The goal is to have the appraisal come in at or above the purchase price of your contract so that the mortgage lender will approve the loan. It is important the home be in tip top shape at this time.

## STEP EIGHT

### title & utilities

The title company will make sure the title is clean for closing. They will go over all paper work to ensure there are no liens on the property, no extra names on the title and prepare things for the closing title company. They will prepare all the documents through the lender and get everything ready for closing.

You will want to prepare to schedule the transfer of utilities and shut off all utilities by the end of the closing day.

## STEP NINE

### final walkthrough

A final walkthrough with the buyers will happen right before closing. They will perform this to make sure that all negotiated items have been completed and all is as it should be.

## STEP TEN

### closing

Closing is when the necessary paperwork needed to complete the transaction is signed. The papers are generally signed in an office setting. The title to the property is transferred from the seller to the buyer. The buyer receives the keys, and the seller receives payment for the home.

# Pricing Your Home



NOTEBOOK



# the first listing price can affect *the entire outcome of your home sale.*

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

## the problem with listing too high

### PROBLEM 1

#### Exclusion in searches

Inflating the value of your home could inadvertently exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

### PROBLEM 2

#### Quickly appears distressed

Due to a lack of interest your property may sit on the market longer than expected or even have to drop the price. This may cause buyers to see your house as a distressed property. Sales prices decrease as days on market increase!

### PROBLEM 3

#### Appraisal challenges

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



## WHAT DETERMINES THE PRICE OF YOUR HOME?

- Current market condition
- Comparative sold properties/unsold
- Current inventory
- Property features
- Exposure
- Location
- Property Condition
- Sense of urgency

## WHAT DOES NOT DETERMINE THE PRICE OF YOUR HOME?

- What you paid for the home
- Your tax assessment
- What you need to make on the home
- The cost of maintenance
- The cost of “upgrades”
- Zillow or other online tools





# MARKETING PLAN



# robust marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents. I will expose your listing to these agents through MLS and my in-house network.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house.

## STAGING

The goal of staging is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

## PROFESSIONAL PHOTOS

Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home. As your agent, I will ensure that your listing will be shown in its very best light.

## VIDEOGRAPHY

Video gives a prospective buyer a true feeling of moving through a home and is far more descriptive of space than still, images can ever hope to be. We will use video as well as many other forms of media to meet all buyers in their preferred viewing space.

## VIRTUAL TOURS

Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.

## WEBSITE

All of our listings are featured in our company website. This website is sent out to our leads that are searching for homes just like yours. Having our own website enables us to give the most up-to-date and detailed information of your home.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

## EMAIL MARKETING

An email will be sent to our current buyer database of buyers searching for properties. A new listing email alert will go out to my agent networks.

## PROPERTY FLYERS

Beautiful color property flyers will be available to potential buyers!

## SECURITY

Modern Bluetooth Lockboxes are essential for the safety of all! Owners are expected to vacate the property for showings. Having a lockbox makes this process much easier and safer for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is requested. You are able to approve showings from your smart phone.

## OPEN HOUSES

I believe in open houses! During the time your home is for sale, I will advertise and schedule open houses on your behalf.

## SOCIAL MEDIA MARKETING

We engage in social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn and YouTube.



# MY COMMITMENT





# WHAT TO EXPECT

HONESTY & TRANSPARENCY  
INTEGRITY  
RESPECT  
TIMELY & REACHABLE  
ACTING IN YOUR BEST INTEREST

*Gold By Sellers*

704-650-8692 | WENDY WARD SELLERS



where the experts are™

# TESTIMONIALS



# REVIEWS



"Wendy helped us with the purchase of our new home and selling of our old home. Wendy is super friendly and knowledgeable, she put us at ease with the buying/selling process. She guided us through putting a competitive offer in on our new house and accepting the best and well-rounded offer on our old home. With Wendy's experience she was able to give us many helpful tricks and tips as well as several amazing referrals which helped us with both the sale and purchase of our homes. You are a Rockstar Wendy, thanks for your help! *Rachel Forrestal*

Wendy Ward Sellers listed our house and had multiple offers in the first weekend on the market. We sold it for over asking price! Wendy went above and beyond her duties as a realtor and took care of everything for us as we had already moved far away. We couldn't be happier with our decision to use Wendy as our agent. *Amy & Steve Wosinski*

Wendy was really helpful in referring us to a top notch realtor in our area of Ohio. The only thing better would have been our realtor herself. Wendy is so helpful with even the smallest details and very knowledgeable with all the laws and regulations regarding real estate. Thanks Wendy!! *Ann Dillard*

"I wanted to personally thank you for everything you have done. You see I did not know Wendy but saw what great effort you put into a previous sale in Eagle Wisconsin. Being a realtor in Madison, I needed someone to help very close family friends sell their home in Eagle. I put my faith & reputation on the line because our first conversation she shared how much effort and heart she puts into her clients. The past couple months I got to see that effort and huge heart shine bright. I'm grateful beyond words for you and hopeful anybody looking to buy or sell a home comes to you. You see anybody can buy or sell a home but you truly do it with such passion and heart for the individual. Thank you again!!!! *Justin Beaver*

A close-up photograph of a person's hands writing in a spiral-bound notebook. The person is wearing a white long-sleeved shirt. They are holding a blue and silver pen. The notebook is open, and the page has some handwritten text. The background is blurred, showing a patterned fabric. The text 'NEXT STEPS' is written vertically on the right side of the image.

NEXT STEPS

# next steps CHECKLIST

## TASKS

*gather*

- ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX
- ANY SURVEY OR REPORTS FOR THE PROPERTY
- A LIST OF UPGRADES YOU HAVE MADE
- TOP FIVE THINGS ABOUT YOUR HOME LIST
- UTILITY INFORMATION

## FILL OUT

*upgrades*

*associated cost*

<hr/>	<hr/>

*top five things about my home*

<hr/>

# PROPERTY *Contacts*

ELECTRIC



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

GAS



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

WATER



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

SANITATION



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

CABLE



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

INTERNET



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

HOA



NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_



LOOKING  
FORWARD TO

*meeting*

*Sold by Sellers*

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