

Sellers Resources

PREPARE YOUR HOME FOR SALE

- ◆ First impressions are the most important– the front door greets people and needs to be fresh and clean. The yard needs to be trimmed and edged, and the yard free of refuse.
- ◆ Decorate for a quick sale– muted colors and neatly painted walls and trim are a must. These small details make a huge difference.
- ◆ Sunlight– open the blinds and let the sun brighten up rooms for a cheerful home.
- ◆ Simple fixes– fix the simple faucet drips or running toilets; these are a clear sign of an issue that can be taken care before over-exaggerated .
- ◆ Remove clutter– having organized closets and rooms allows potential buyers to see how space is ample.
- ◆ Bathrooms- clean showers and tubs are necessary for the bathroom. It also helps if the caulking is neat.

Firs appearance is very important in the home selling process. Make sure your home has all renovations and chores done before showings to make it appealing to the buyers. Sometimes buyers are stuck between two houses but pick the one that's freshly painted, clean , and ready to move in!

We also use open houses, showings, and caravans in order to market you property

- ◆ Keep pets out of the way– preferably out of the house. If a pet does remain in the house be sure to make signs to warn people.
- ◆ Lights should be turn on in every room and a candle or clean scent should be applied to make your home welcoming.

Our Marketing Plan

TECHNOLOGY

We have it all! With our NEW RELECTIVE signs to catch the Buyers attention, even at night! All of our marketing has QR codes that take you straight to the information page! Our new website will feature your home along with the other 350 websites your home might appear on including Zillow and Trulia. We post professional photos to FMLS, GMLS, and KWLS and promote your home through Facebook and also do virtual tours on You Tube. We provide all buyers with a KW APP that shows active listings nearby! We feature your property on Just Listed post cards to neighborhood residents and outside the neighborhood to expose your home! We send emails out to other agents and our contacts list to promote our listings. We also do a quarterly newsletter for Peachtree Park that will present your home!

TEAMWORK

We are a team of three which means you get at least one of us to fulfill your needs, not an assistant. Unlike any other team, we all work together on every sale and are well informed of what is going on.

EXPERIENCE

With over 28 years in the real estate business, Mike and Brenda have plenty experience selling over 600 homes; 200 million dollars worth of total volume sold. With over 315 homes sold just within Peachtree Park. Stephanie brings a fresh new outlook on our marketing and technology. With a few and counting listings of her own, she is rapidly helping this team prosper under our new look! ! We also have preferred professionals on board to make your needs and decisions easier- stagers, inspectors, lenders, closing attorneys, contactors, etc!

RELIABILITY

As Residents of Peachtree Park, it is in our best interest to provide the best of services! We are close by and accessible to handle and meet any of your real estate needs!

PHOTOGRAPHY: We provide Professional-Grade Pictures to market your home. We also provide virtual tours for your home if you wish. These photos are displayed on FMLS, GMLS, our flyers, postcards, our newsletter, and much more!

SIGNS: We Provide our custom made signs with the new RELECTIVE material so buyers can obtain information, even at night! We have Historic Peachtree Park signs and regular signs for outside the neighborhood!

FACEBOOK: Facebook has 1.5 billion users and is becoming an important tool in real estate marketing!



WE'RE ON FACEBOOK!

We use Facebook to:

- ❖ Promote our listings
- ❖ Market Open Houses
- ❖ Blog about current market analysis information
- ❖ Notify other agents & the public about information
- ❖ Keep in touch!

NEWSLETTER: Quarterly we mail out a Peachtree Park Newsletter with market statistics, our recent activity, and informative articles. We also provide and e newsletter and online newcomers package with info for Peachtree Park!



E BLAST:

We send out emails with information about your home to promote it to our client list and other agents!

FLYERS

We provide professional-grade flyers from our new KW marketing Suite! These are handed out at open houses, caravans, etc so the buyers can take home to remember all the wonderful things about your home!

POSTCARDS

We send out postcards to the neighborhood (and outside) to market your house furthermore!

OPEN HOUSES

We hold open houses on Sundays to let the public view the home without appointments. It is best if the home owner is out of the house for these times in order to let the buyers feel comfortable and view the home in quiet— we will be there to educate them with features about your home and answer any questions!

CARAVANS

We hold caravans on Tuesday to allow the agents to come see your home! We usually provide lunch or a prize to entice people to come out and look!

STAGING

Professional staging makes all the difference! Stage Organize Simplify (SOS) is a full time service home staging, professional organization and redesign company that professionals know and trust!



QR codes are on all our marketing tools to provide quick information about your property. Using an app you take a picture of the QR code with your phone and it will take you directly to the info page!!



KW APP

Take us with you! With the new KW App you can see all active listing near your location!! This app makes it so convenient to obtain info on the go!

❖ Search nearby listings and rentals

❖ Mortgage calculator

❖ Save searches

❖ Contact us from the App!

Directions: Go to app/play store and download KW APP. Once downloaded, scroll to My Agent and enter code: **KW15Q99MN**

Or click on the site below

<http://app.kw.com/KW15Q99MN>

INTERNET

With **93%** of buyers searching the internet before buying, it is crucial to get your home the exposure it needs. When you list with us we have an exclusive system that ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites. We also use FMLS, GAMLs, and KWLS to promote your home.





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