

SMART LISTING GUIDE

YOUR ROADMAP TO A SUCCESSFUL HOME SALE

and Hassle-Free Home Sale ~ Your Path to a Swift, Profitable, and Hassle-Free

a Swift, P





Confirm Your Home's Details

NEED TO HAVE THE MOST UP-TO-DATE INFORMATION

We confirm the basic information about your home is still the same as when you purchased it. Have there been any changes to:

- Number of bedrooms?
- Number of bathrooms?
- Square footage?
- Lot size?

Key Features and Upgrades

Since you bought the home, have you made any significant upgrades or improvements? These could include:

- Kitchen renovations
- Bathroom updates
- Flooring changes
- Addition of outdoor living spaces
- Energy efficiency improvements
- Smart home technology installations

Property Condition

It's important to address any potential issues upfront. Since you've lived here:

- Have you noticed any structural issues?
- Any problems with water drainage or flooding?
- Have there been any pest infestations?
- Are you aware of any issues with the foundation?

Understanding the Current Market

YOUR HOME'S PLACE IN IT

To price your home effectively, we need to look at three key categories of homes in your area. Each of these gives us valuable information that will help us position your home for a successful sale.

<p>127</p> <hr/> <p><i>Active Listings</i></p>	<p><i>We need to position your home competitively against these properties. Your home's unique features and condition will play a key role in standing out from this competition.</i></p>
<p>43</p> <hr/> <p><i>Pending Listings</i></p>	<p><i>These homes represent successful pricing and marketing strategies. We can learn from what worked for these properties to ensure your home attracts offers quickly.</i></p>
<p>89</p> <hr/> <p><i>Sold Listings</i></p>	<p><i>These sales give us a solid foundation for pricing your home. They also help us anticipate potential appraisal issues and ensure your home is priced to both attract buyers and pass appraisal.</i></p>

PRICING YOUR HOME

Similar Active Homes

COMPARABLE HOMES NEARBY

123 Main Street



- Asking \$575,000
- 4 Bedrooms
- 3 Bathrooms
- 3,000 Sq Ft
- 2 acres
- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

123 Main Street



- Asking \$575,000
- 4 Bedrooms
- 3 Bathrooms
- 3,000 Sq Ft
- 2 acres
- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

123 Main Street



- Asking \$575,000
- 4 Bedrooms
- 3 Bathrooms
- 3,000 Sq Ft
- 2 acres
- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

PRICING YOUR HOME

Currently Pending

COMPARABLE HOMES NEARBY

123 Main Street



PENDING



4 Bedrooms



3 Bathrooms



3,000 Sq Ft



2 acres

- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

123 Main Street



PENDING



4 Bedrooms



3 Bathrooms



3,000 Sq Ft



2 acres

- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

123 Main Street



PENDING



4 Bedrooms



3 Bathrooms



3,000 Sq Ft



2 acres

- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

PRICING YOUR HOME

Recently Sold Homes

COMPARABLE HOMES NEARBY



123 Main Street



Sold at \$575,000



4 Bedrooms



3 Bathrooms



3,000 Sq Ft



2 acres

- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3



123 Main Street



Sold at \$575,000



4 Bedrooms



3 Bathrooms



3,000 Sq Ft



2 acres

- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

Example



123 Main Street



Sold at \$575,000



4 Bedrooms



3 Bathrooms



3,000 Sq Ft



2 acres

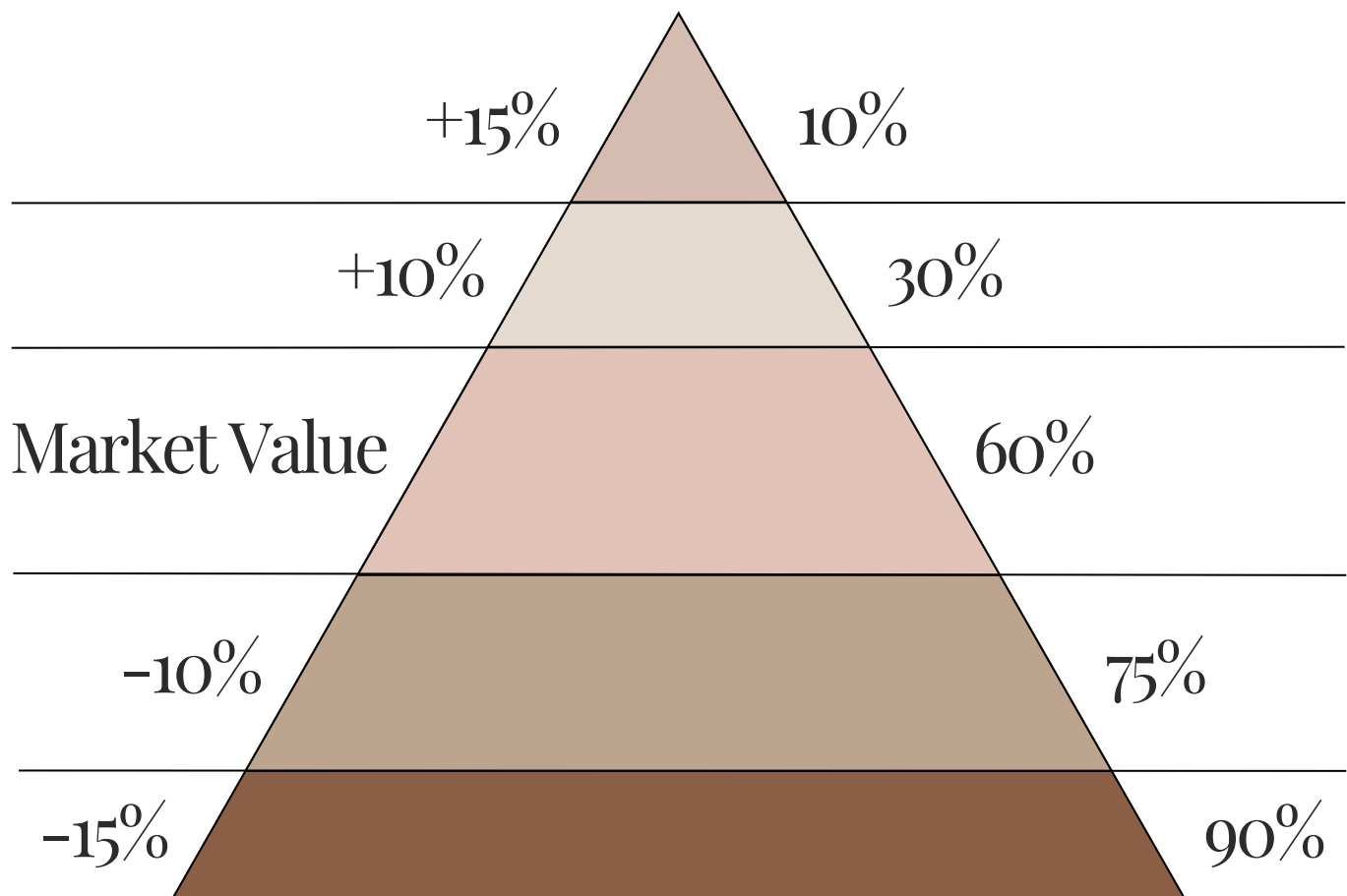
- List Price: \$557,000
- Sold SqFt: \$230/SqFt
- Sold Date: 08/10/22
- DOM: 2
- Subdivision: Barton Creek
- Year Built: 2017
- Parking: Attached 3

Impact of Price On Visibility

UNDERSTANDING THE PRICE PYRAMID

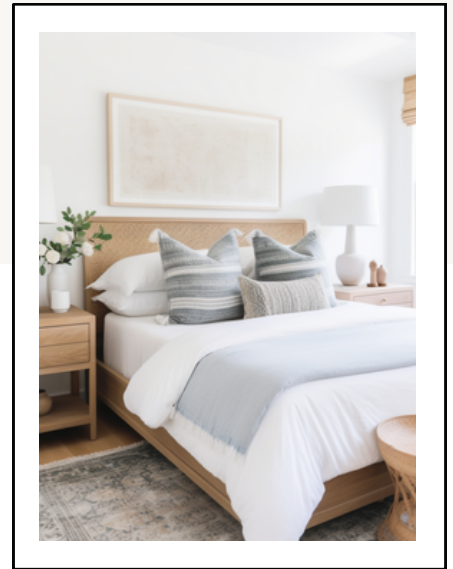
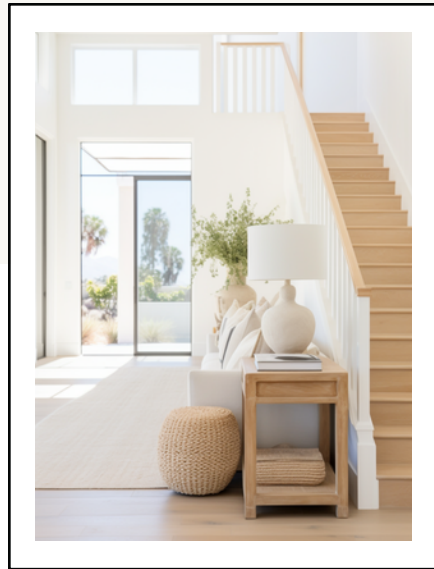
Asking Price vs. Market Value

*% of potential buyers who
will look at your property*



Pricing Your Home To Sell

PRICING YOUR HOME TO SELL



01

Low

\$530,000

02

Middle

\$542,900

03

High

\$550,000

Example

Based on everything we've discussed:

What price do you think we should use to create value in the current market?

Estimated NET PROCEEDS

MIGHT EXPECT TO RECEIVE FROM THE SALE OF YOUR HOME

LISTING PRICE:	\$530,000	\$542,900	\$550,000
Listing Agent Commission (1%)	\$15,900	\$16,287	\$16,500
Suggested Buyer Concessions (3%)	\$15,900	\$16,287	\$16,500
Transfer Tax	\$530	\$542	\$550
Title Insurance	\$1,350	\$1,410	\$1,470
Escrow Fees	\$900	\$940	\$980
Home Warranty	\$500	\$500	\$500
Misc. Closing Costs	\$1,000	\$1,000	\$1,000
Total Estimated Costs	\$36,080	\$36,966	\$37,500
Estimated Mortgage Payoff	\$350,000	\$350,000	\$350,000
Estimated Net to Seller	\$143,920	\$155,934	\$162,500

- Our 1% listing commission is designed to provide you with excellent service while maximizing your net proceeds
- The suggested 3% in buyer concessions can make your home more attractive to potential buyers, potentially leading to a quicker sale and better offers.
- We can adjust the buyer concessions based on market conditions and your specific needs.
- Our marketing strategies and negotiation skills aim to achieve the highest possible net proceeds.
- We'll keep you informed at every step, ensuring you understand all costs and potential proceeds. Check out our client portal on smartlistingservices.com and the app
- Our goal is to sell your home quickly while maximizing your return.

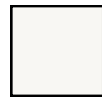


Our Proactive Approach

THE CONCEPT OF 'STALE LISTINGS'

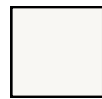
Stale listings are properties that have been on the market for an extended period without selling. They often end up selling for less than they would have if priced correctly from the start.

You certainly don't want your home to fall into this category, right?



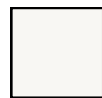
1. Initial 14-Day Evaluation

We'll assess our listing strategy after two weeks on the market. This involves analyzing current competition, buyer preferences, and recent sales. We'll also review feedback from showings to gauge market response to your property.



2. Data-Driven Adjustments

Based on our evaluation, we may recommend changes to optimize our selling strategy. This could include adjusting the price, refining our marketing approach, or tweaking the home's presentation to better appeal to potential buyers.



3. Flexible Pricing Strategy

Our initial price is a starting point, but we need to stay adaptable. Market conditions, including inventory levels, interest rates, and local economic factors, can influence pricing. We'll monitor these closely and adjust if necessary to remain competitive.



4. Ongoing Communication

I'll keep you informed throughout the entire process with regular updates. You'll always receive clear, data-driven explanations for any suggested changes to our strategy, ensuring you're involved in every decision.



Marketing Touchpoints

SHOWCASE YOUR HOME WITH TOOLS THAT WORK

- Professional Photography
- Social Media Promotion
- Floor Plans
- Brokerage Website Feature
- "Coming Soon" Pre-Marketing
- Online Listing Syndication
- Custom Property Website
- YouTube Video Walkthrough
- MLS Listing Launch
- Facebook Property Page
- Yard Sign on Property
- Network Announcement

Home Buying Today

WHERE BUYERS FOUND THE
HOME THEY PURCHASED

52%

Internet

28%

Real Estate Agent

8%

Friend, Relative, Neighbor

6%

Home Builder

4%

Yard Sign/Open House

3%

Knew the Sellers, Direct

>1% *Print Advertisement*

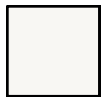
Our Strategy to Reach Today's Buyers

MARKETING PLAN FOR YOUR HOME

1	PROPERLY PRICING THE HOME Buyer's are very savvy and have broad access to data. It is paramount to attract the right buyers by pricing correctly.
2	PREPARING THE HOME We provide personalized staging guidance so you can prepare your home to attract and impress buyers.
3	PROFESSIONAL PHOTOGRAPHY Pictures sell houses. We hire top photographers to generate high quality photos, virtual tour, an individual website and floor plans.
4	ESTABLISHING A STRONG ONLINE PRESENCE 97% of home buyers used the internet in their search process. Local MLS listings are federated to 100's of high-traffic portals: Zillow, Realtor.com, Trulia, Redfin, Brokerage Sites.
5	LEVERAGING SOCIAL MEDIA Boost your listings on social media to increase on-line exposure leveraging Facebook, Instagram and X.
6	MONITOR ACTIVITY We monitor every listing on a weekly basis to evaluate traffic, showing and feedback to modify approaches.

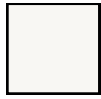
Marketing Deep Dive

MULTI-CHANNEL MARKETING



Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for broader reach
- Implement targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads through strategic online presence



Networking and Agent Outreach

- Leverage our extensive network of real estate professionals
- Host broker open houses to showcase your property to other agents
- Utilize our database of potential buyers and investors
- Engage in personal outreach to agents with likely buyers



Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase your home's best features
- Crafted for compelling first impressions
- Allows online exploration of every corner of your property



We go the extra mile to get your home

sold fast



Community Engagement

- Promote your listing at local community events
- Engage with neighborhood associations and groups
- Utilize local connections to spread word-of-mouth about your property



Professional Signage

- Install eye-catching, professional signage
- Captures attention of passersby and creates strong local presence
- High-quality signs designed to stand out
- Generates immediate interest in your property



Exclusive Services

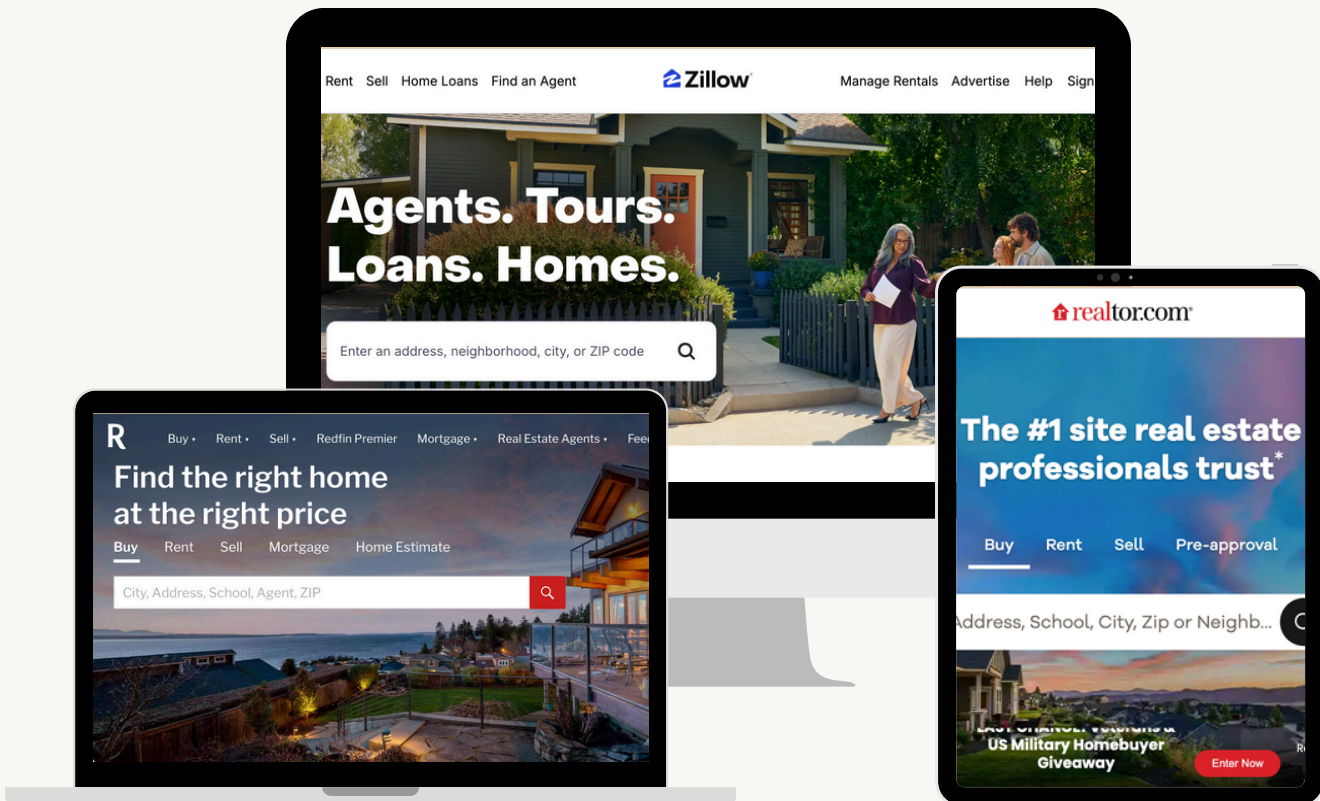
- SMART Client Portal for one stop shop for client
- Our team is available for appointments seven days a week
- Offer maximum flexibility and accessibility
- Include complimentary professional home staging consultations
- Preferred contractor list
- Ensure your property is showcased at its best and market-ready

When it comes to selling your home, we go the extra mile to get it done right. We make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. Our goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and our hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

Internet Exposure

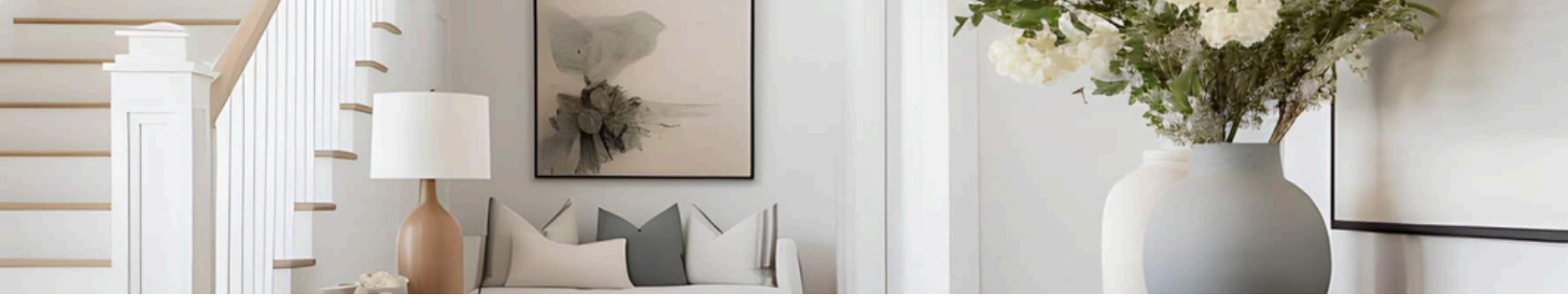
MAXIMIZING YOUR HOME'S ONLINE PRESENCE

*According to the National Association of Realtors' most recent data:
97% of home buyers used the internet in their home search process.*



To capture this vast online audience, we will list your home on multiple high-traffic real estate websites:

- | | |
|---|--|
| <input type="checkbox"/> Multiple Listing Service (MLS) | <input type="checkbox"/> Homes.com |
| <input type="checkbox"/> Zillow | <input type="checkbox"/> Redfin |
| <input type="checkbox"/> Realtor.com | <input type="checkbox"/> Local Brokerage Sites |
| <input type="checkbox"/> Trulia | <input type="checkbox"/> Custom Property Website |



Social Media Strategy

LEVERAGING LOCAL SOCIAL MEDIA

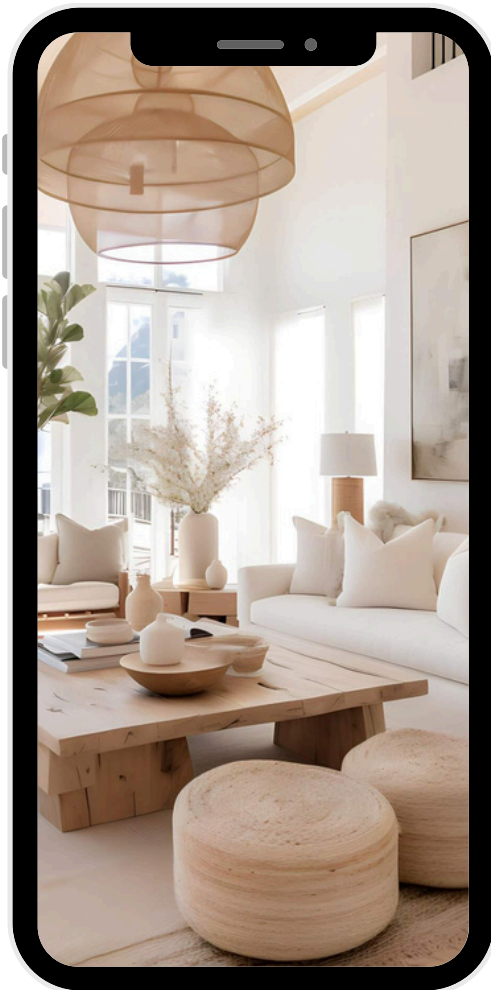
Our comprehensive social media strategy ensures your home gets maximum exposure across all major platforms, increasing the likelihood of attracting serious buyers and securing a quick sale at the best possible price. Watch us grow...

 **Facebook**

 **Instagram**

 **LinkedIn**

 **Youtube**



Professional Photography

SHOWCASING YOUR HOME'S BEST FEATURES

As you can see, professional photography makes a dramatic difference in how your home is perceived online. Professional photos:

Why This Matters

- **87% of buyers** find photos very useful in their home search
- Listings with high-quality photography **sell 25% faster and often for more money.**
- Virtual tours can help prequalify buyers, **ensuring only serious prospects** schedule in-person viewings.
- Professional visuals help buyers **connect emotionally** with a property before they ever step foot inside.

Our Process

1. Professional staging consultation to ensure your home looks its best
2. Photography session with our expert real estate photographer
3. Video editing
4. Creation of 3D virtual tour using state-of-the-art technology
5. Review and approval of all visual content with you before publishing

Before



After



By investing in top-quality visual content, you help your home make a stunning first impression online, attracting more potential buyers and setting the stage for a successful, timely sale.



Schedule a call to learn more!

ARE YOU READY TO PUT US TO WORK FOR YOU?

This is a big decision. What specific concerns do you have that we haven't addressed yet? We want to make sure you feel completely comfortable before we move forward.

Together, we'll achieve a successful sale of your home. We look forward to getting started and keeping you updated every step of the way. Let's make this happen!"

*We go the extra mile to get your home **sold** fast*