



KELLER WILLIAMS  
PREFERRED REALTY

# SELLING YOUR HOME

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**UNDERSTANDING THE MARKET**

**MARKETING OUTREACH**

**STRATEGIC PRICING**

**CLOSING**

**[KBrealestategrp.com](http://KBrealestategrp.com)**

**219.545.9200**

# 10-STEP STRATEGIC MARKETING PLAN

**Designed to capture maximum exposure for your property  
in the shortest amount of time.**

1. Price competitively in relation to current market trends.
2. Stage your property to highlight key features.
3. Showcase professional photos, virtual tour, and aerial photography.
4. Place signage and fliers in high-traffic locations.
5. Distribute “just listed” notices to cooperating brokers & database.
6. Optimize your property’s internet presence on listing sites.
7. Promote your property on our social media accounts.
8. Advertise on our website, newsletter, and email campaigns.
9. Schedule, prepare, & market Open Houses.
10. Provide clients with consistent updates about our marketing efforts & the activity their listing is receiving.

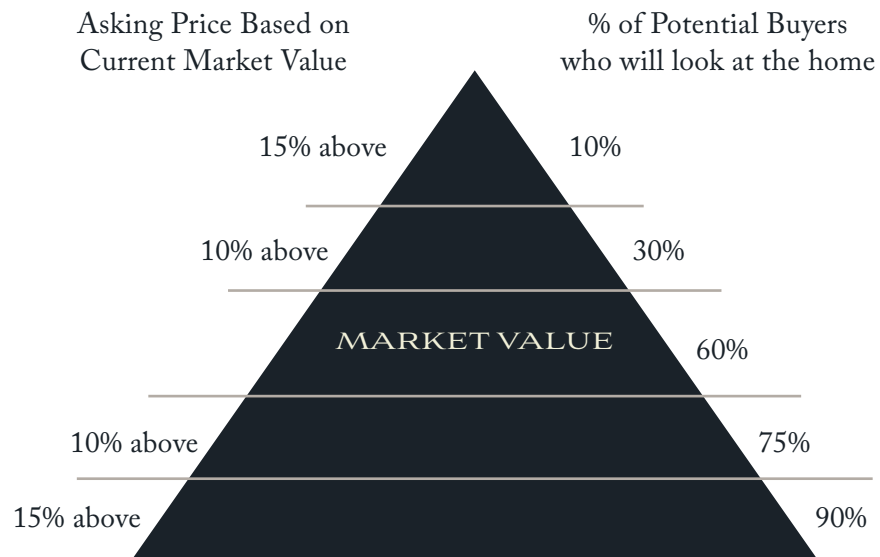
# PRICING YOUR PROPERTY

**The listing price we recommend to you is based on:**

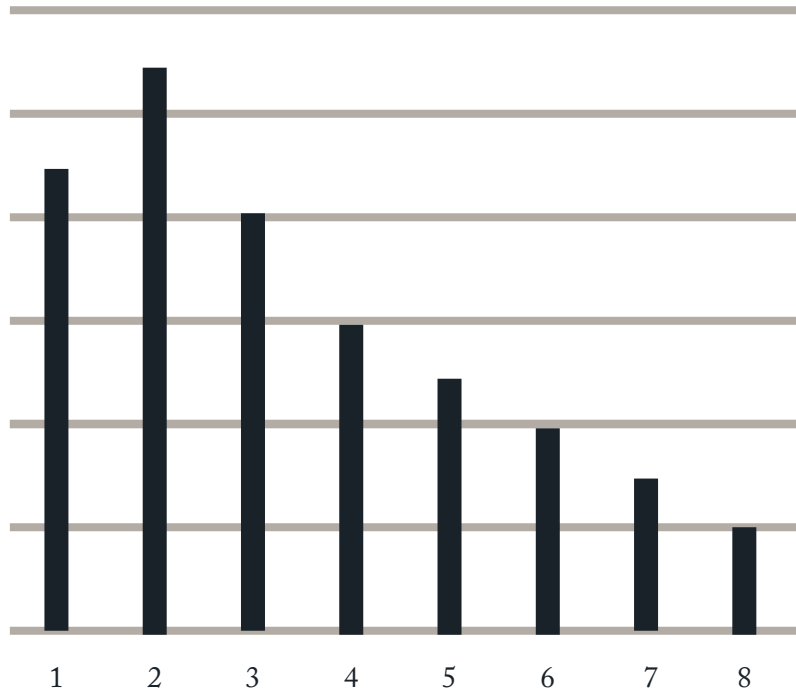
A detailed market analysis.

Evaluating the unique characteristics of your property.

Our knowledge of the current real estate market.



## THE FIRST 2 WEEKS MATTER!



# of showings per week on the market

The real estate industry agrees:  
The first 14 days your property is on the market will generate the most showings.

The number of showings is greatest during the first two weeks – when the property is priced at a realistic market value.

Starting too high and adjusting the price later fails to generate strong activity.

Many homes that start high end up selling below market value.

# HIGH QUALITY MARKETING

## Photography, Virtual Tour, & Video

The quality of your listing photos can have a significant impact on a potential buyer's decision to view your property in person. Our goal is to **maximize your online exposure** resulting in multiple showings, and multiple offers. We realize the importance of using the services of a professional photographer and videographer. We will discuss how to properly prepare your property for the market. At that time, you can address any areas of concern within your property.

Virtual tours & video walk-throughs are another way to showcase your property and attract online buyers' interest. Beginning with an exterior photo, the slideshow moves through the property just as a buyer would experience it during a physical walk through. Each space is highlighted and staged to maximize the viewers' experiences.

## Social Media Matters

Part of our marketing strategy is ensuring your property is highly visible not only on popular real estate sites, but also on our own social media platforms and website:



# GALLERY



# **NEXT-LEVEL OPEN HOUSES**

**Open Houses offer a unique opportunity to showcase your property to prospective buyers.**

**We will ensure your Open House maximizes selling potential by:**

- Helping you choose the right date.
- Advertising the Open House online with engaging photos and descriptions.
- Installing signage at your property.
- Updating fliers with Open House details.
- Hand-delivering fliers to the neighborhood.
- Calling brokers with high sales volume in your area.
- Placing directional signs at high traffic areas outside and inside the subdivision.
- Promoting your Open House on social media days & hours prior to the event.
- Being an expert on your neighborhood and what it has to offer.
- Selling your property!

# PREPARING YOUR PROPERTY FOR SALE

Did you know well-placed furniture can open up rooms, making them seem larger? Or that opening drapes and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to buyers' first impressions.

## EXTERIOR

Keep grass freshly cut.

Wash or paint home's exterior.

Weed and apply fresh mulch to garden beds.

Apply fresh paint to wooden fences.

Remove all yard clutter.

Tighten and clean all door handles.

Ensure gutters/downspouts are attached.

Paint the front door.

Clean windows inside and out.

## INTERIOR

Store excessive knickknacks.

Shampoo carpets.

Remove excessive paintings and furniture.

Clean and organize cabinets and closets.

Clean or paint walls and ceilings.

Clean all light fixtures.

Repair leaks, faucets and drain traps.

## FOR SHOWINGS

Turn on all the lights.

Ensure home has a fresh scent.

Keep pets outdoors or remove from property.

Play quiet background music.

Open drapes in the daytime.

Vacate the property while it is being shown.



# UNDER CONTRACT: WHAT TO EXPECT

**Once you've accepted a buyer's offer on your property, it is time for the home inspection, appraisal, and final walk-through.**

## INSPECTION

- The inspection is scheduled and carried out within the timeframes stated in the contract.
- You do not need to be present; the inspection can take 2-4 hours to complete.
- I will contact you to review the results of the inspection.
- Only items affecting the value or the buyer's ability to occupy the property safely are considered for repair request.
- After the inspection has been completed, the lender will schedule an appraisal of the property; again, you do not need to be present for this, but can be if necessary.

## APPRAISAL

- It's important to present your property in the best light for the appraiser, so make sure everything is "show" ready.
- The appraisers visit will take roughly 45 minutes.
- The appraisers report will be returned to the lender and I will deliver the necessary information to you afterward.

## FINAL WALK-THROUGH

After any inspection issues have been rectified, and the appraisal confirms the value is agreeable with the purchase price, we will schedule the final walk-through. This usually occurs within 48 hours of closing, right up to the day of. It is essential that the property is in the same condition (and any needed repairs have been completed) it in was when the buyer made the offer. The lockbox is removed after the final walk-through, and the sale sign will be ordered down on closing day.

# CLOSING DETAILS

**The closing process finalizes the sale of your home. This is when funds are disbursed and the buyer receives the deed to your home.**

**Make sure to bring these items to the closing:**

- House keys
- Garage door openers
- Entry key codes / Security system codes
- A valid photo ID

**What to expect:**

The title company will review the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any funds due to you.

**Sellers usually pay the following at closing:**

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

**After the closing, make sure to keep the following for tax purposes:**

- Copies of all closing documents
- All home improvement receipts on the home you sold

# MOVING CHECKLIST

Be sure to contact the following to change your address.

## UTILITIES

- Electric
- Telephone
- Water
- Cable
- Internet
- Gas

## PROFESSIONAL SERVICES

- Accountant
- Doctor
- Dentist
- Lawyer

## LOCAL & STATE AGENCIES

- Internal Revenue Services
- Post Office
- School
- State Licensing
- Library
- Veterans Administration

## MISCELLANEOUS

- Business Associates
- House of Worship
- Pharmacy
- Dry Cleaner
- Hairstylist

## INSURANCE COMPANIES

- Accidental
- Auto
- Health
- Home
- Life
- Renters

## BUSINESS ACCOUNTS

- Bank
- Cellular Service
- Department Stores
- Finance/Credit Card Company

## SUBSCRIPTIONS

- Magazines
- Newspaper

## CLUBS

- Health and Fitness/Gym
- Country Club

