



Listing Presentation

Megan Clement

"Your Hometown Connection"

Keller Williams Realty



www.DavidsonCountyHomefinder.com
www.DavidsonCountyHomeBuyerGuide.com

**KELLER WILLIAMS**
R E A L T Y

Agenda For Today

- 1 Tour your home to discover the most marketable features
- 2 Review your needs, goals, and any concerns you may have
- 3 Discuss current market conditions and how they may affect you
- 4 Discuss my innovative marketing plan
- 5 Answer any questions you have regarding the sale of your home
- 6 Set the initial market position for your home
- 7 Finalize any paperwork



Megan Clement

“Your Hometown Connection”

1

Eighteen years experience selling residential real estate in Davidson County, North Carolina.

2

My background includes experience in law, management, and technology.

3

Professional Designations – Broker, Realtor, GRI, ABR, E-Pro, InstaTekkie

4

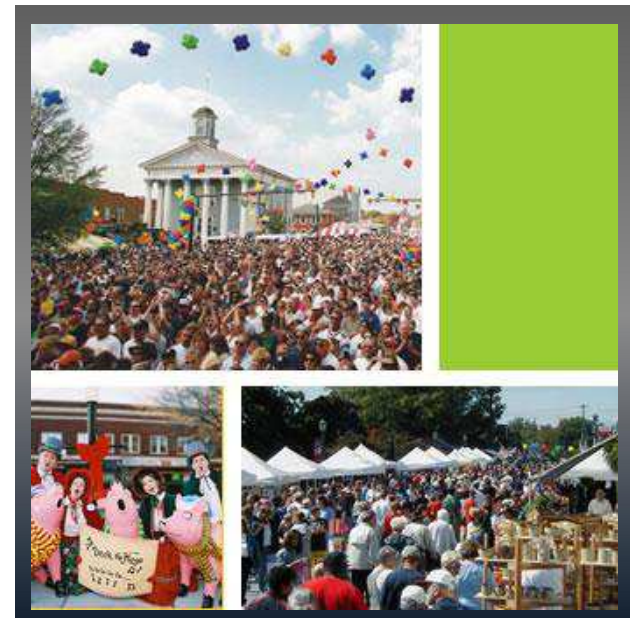
Member of the National Association of Realtors, North Carolina Association of Realtors, Winston-Salem Regional Association of Realtors.

5

As a "REALTOR®" I am set apart from average real estate agents by a strict code of ethics, which is the cornerstone of my business model.

6

Resident of Davidson County. Working to be YOUR HOMETOWN CONNECTION.



What You Get From Megan



Communication

You will always be kept in the loop. From listing to closing, you'll know the status of my marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted.

Experience and Expertise

The complexities of your real estate transaction will be professionally handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

My marketing system maximizes your property's exposure to buyers.

What You Get From Megan



Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

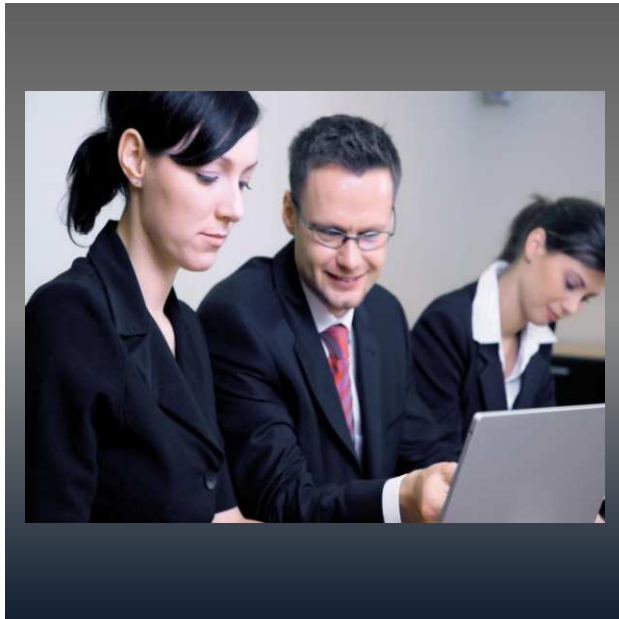
Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make a terrific first impression that will get your home sold.

Satisfaction

Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

About Keller Williams Realty

Largest Residential Realty Company in North America



ABOUT KELLER WILLIAMS REALTY...

Founded in 1983 in Austin, Texas, Keller Williams Realty, Inc. is the largest real estate franchise operation in the United States, with 681 offices and more than 79,000 associates in the United States and Canada. The company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates.

Our local offices in the Piedmont Triad Area are located in Winston-Salem, High Point, Kernersville and Greensboro.

Megan's Marketing Plan

The Home Selling Process: Marketing Your Property

- Prepare a Comparative Market Analysis
- Tour the Neighborhood Competition
- Advise Seller on Pricing Strategy
- Recommend Ideas to Stage Home
- Place Yard Sign and Directionals
- Enter Listing in Triad MLS
- Virtual Tour
- Market Listing to Top Real Estate Agents

- Mail "Just Listed" Flyers to Neighborhood
- Syndicate the Listing to Listingbook and Realtor.com
- Enter Listing on Agent websites
- Syndicate Listing in Cooperating Search Engines
- Promote Listing in Listingbook
- Create Flyers for Brochure Box
- Create Home Book for Inside Display

- Distribute Flyers to Local Real Estate Companies and Businesses
- Organize Open House Event
- Send Flyers to Seller's Friends and Family
- Create Listingbook Account for Seller
- Advertise in Other Publications As Needed
- Prepare Seller Reports
- Present Offers

Our Extended Market Network



Key Market Factors

How long does it take to sell a home?

1

Location, Location, Location – is the single greatest factor affecting value. Neighborhood desirability is fundamental to a property's fair market value.

2

Competition – Buyers compare your property against competing properties. Buyers interpret value based on available properties.

3

Timing – The real estate market may reflect a seller's market or a buyer's market. Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

4

Condition – Property condition affects price and speed of sale. Optimizing physical appearances and advance preparation for marketing maximizes value.

5

Terms – The more flexible the financing, the broader the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

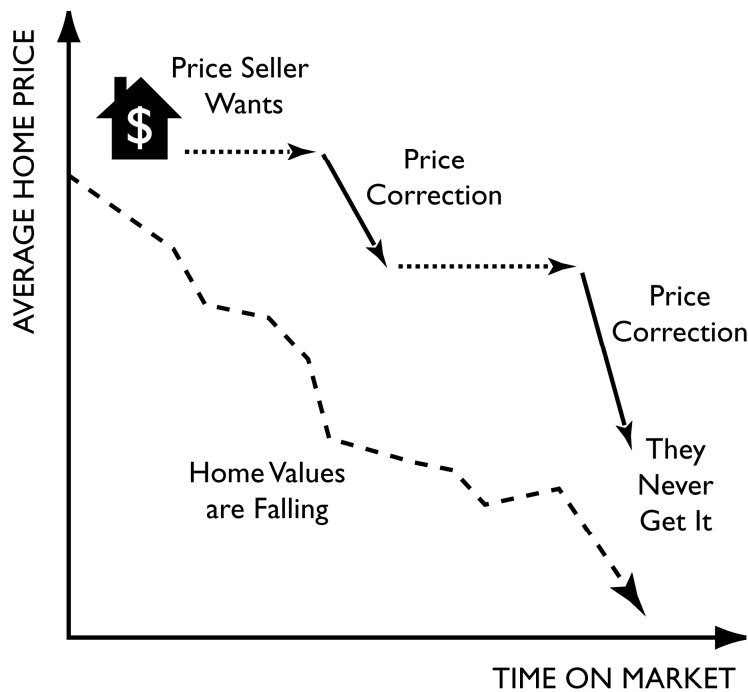
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Price – If the property is not properly priced, a sale may be delayed or even prevented. Keller Williams Realty's comprehensive market study will assist you in determining the best possible price.

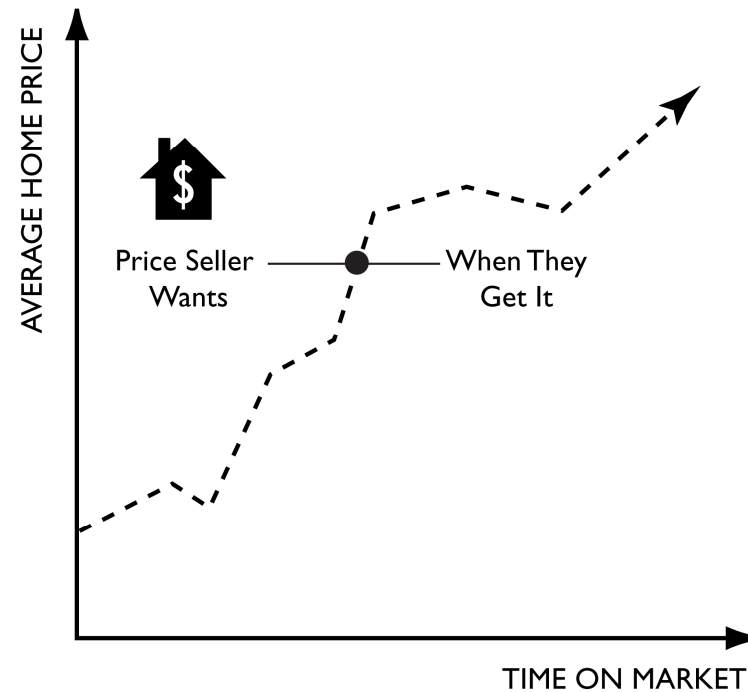
Which Market Are We In?



Buyer's Market



Seller's Market



Pricing Misconceptions

The importance of pricing your property at competitive Market Value

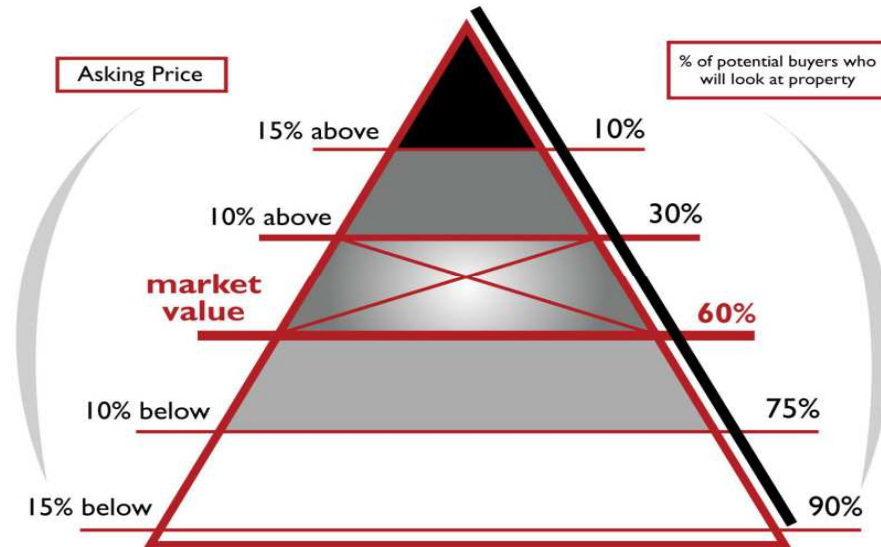


- *The value of your property is determined by what a **buyer** is willing to pay and a **seller** is willing to accept in today's market.*
- *Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.*

The Importance of Intelligent Pricing

Price Right—Attract Buyers

As the triangle graph below illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.

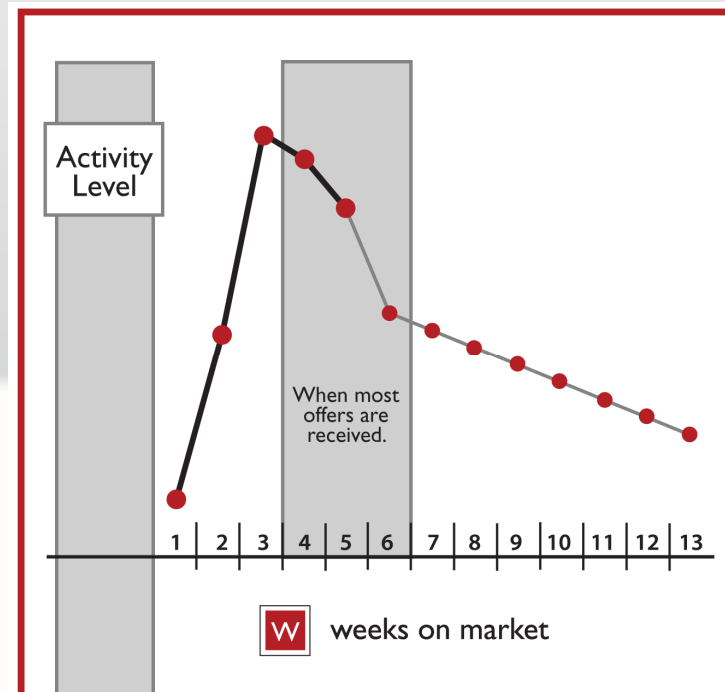


Price Competitively

The First Thirty Days on Market are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



Preparing Your Home for Sale



- ❖ Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds 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 first impressions.***
- ❖ Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.



Preparing Your Home for Sale

Interior

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

For Showings

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.



Closing 101

- The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.
- The closing attorney will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct 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 monies due to you.
- ***What are your costs?***
Sellers commonly 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
- ***After the closing, make sure you keep the following for tax purposes:***
 - Copies of all closing documents
 - All home improvement receipts on the home you sold



Thank You For Your Time!



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