

Seller's Guide

Taking the right steps to find the right buyer for your home and achieve a positive outcome that meets your needs



Thank you for taking the time and allowing me the opportunity to visit your home. To successfully market your property, it is important that I know it well and can make a connection with it, one that I can pass along enthusiastically during the marketing process.

Enclosed you will find additional information regarding the successful sale of your home and about Green Door Living.

I am committed to serving your needs during this process, which can be a stressful and inconvenient time. I believe the most important part of our relationship is communication. **Consistent, honest, timely, and professional feedback is my promise to you.**

All you need to do is let me know as soon as questions or concerns arise so we can address them together. For all my effort, I can never “create” a buyer, but together with your cooperation, I can effectively find the right buyer for your home and achieve a positive outcome that meets your needs.



Important Questions

Why
are you moving?

How
soon do you need to move?

What
are you looking for from your agent?

What
do you love about your home and neighborhood?

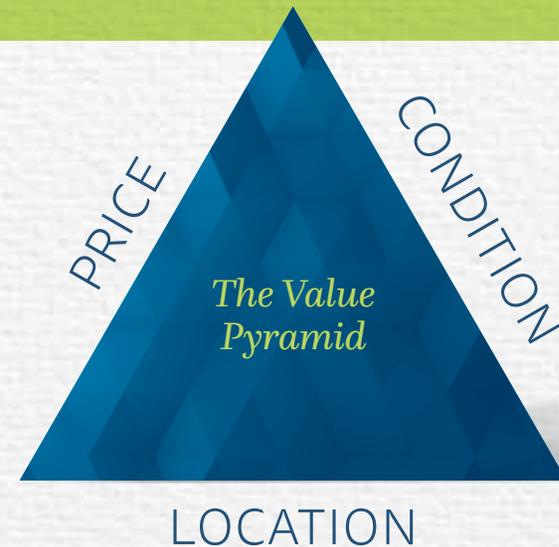
What
don't you love about your home?

Do
you anticipate any major challenges with
selling your home?

What
will you do if your home doesn't sell?



This information helps me determine the best course of action as we go through the process of selling your home.



Understanding the "value pyramid" is key to pricing your home. It should be compared with other homes that are comparable in price, condition, and location. Most important is the base of the pyramid: location. Based on an appropriate reflection of location, the condition is another key factor and can make an otherwise equal property in the same general location worth more or less. When these two factors are appropriately evaluated, the price must be in line with current market conditions for the area for a successful sale.



PRICING *your home*

The value of your home is determined by what a buyer is willing to pay in today's market based on a comparison to others currently on the market. Because your home is not the only one on the market, pricing it comparably is critical to getting it sold.

Buyers are comparing your home to others that are on the market now and other comparable homes that have sold recently. It is for this reason that a well-researched, carefully prepared market analysis is a key tool.



Get the Facts

When it comes to online marketing, many agents try to convince you they have the "secret sauce."

Fact: Every agent's listing is syndicated out by the MLS to hundreds, if not thousands, of websites, including Redfin, Zillow, Trulia, Realtor.com, and more.

Fact: If a buyer is house shopping online and your home matches their criteria, it is almost impossible for the buyer not to find your home.





Listing Inclusions

-  Professional photography
-  Full-color marketing materials
-  Yard sign and lockbox on the property
-  Staging options
-  MLS listing
-  Showing service to allow 24/7 online/app-based showing scheduling by buyers' agents
-  Dedicated, personalized service
-  All work performed by a licensed real estate agent
-  Vetting of all potential buyers, including financing
-  Active management of contract from negotiations on due diligence items to ensuring a smooth transaction
-  Ensuring that the transaction ultimately most benefits you, the client

MARKETING *and exposure*

- Online marketing in the MLS with exposure to more than 4,000 metro-area brokers and innumerable buyers
- Syndication of your listing to hundreds of major real estate sites, including Redfin, Zillow, Trulia, Realtor.com
- Marketing through agent-to-agent channels
- Open houses with additional online and off-line marketing
- Featuring your listing at the Green Door Living office
- Strong online marketing via social media and other platforms



Getting Started

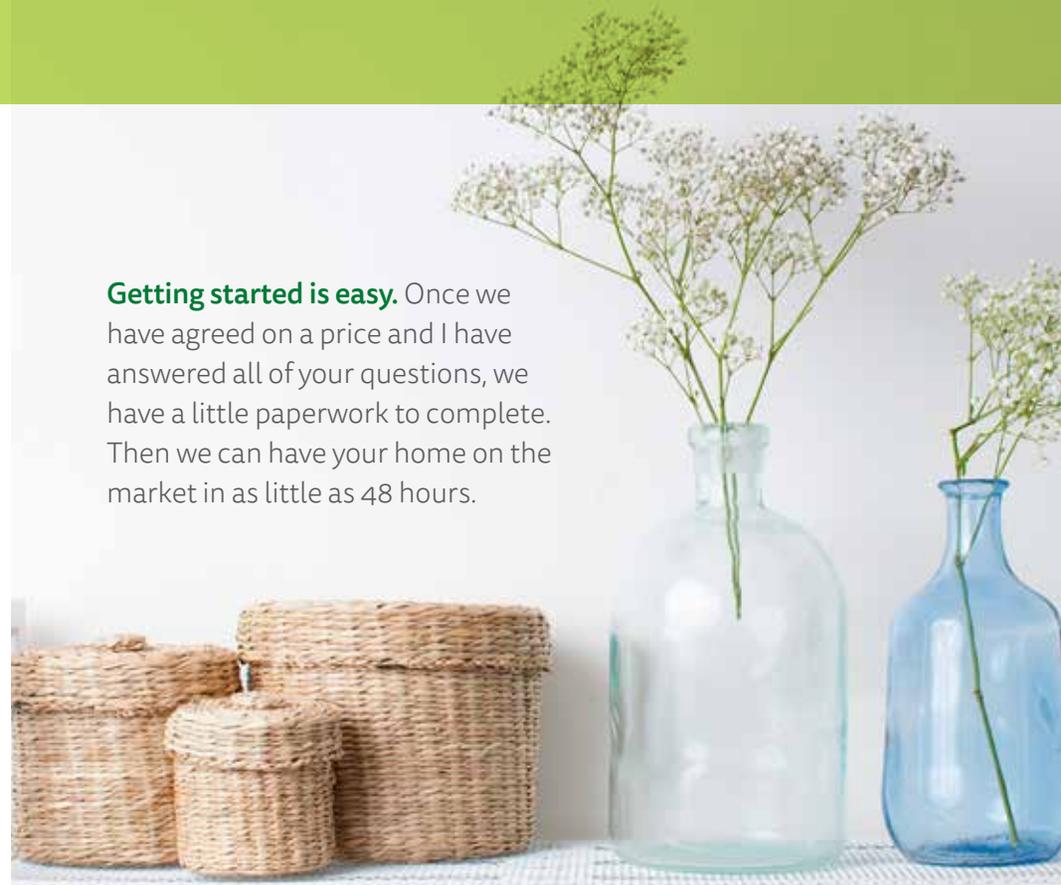
The following items need to be completed before your home can be listed for sale:

- Listing Agreement outlining professional relationship
- Property Disclosure relating to your home and inclusions

Please also be prepared to provide the following:

- Spare key to your home
- Recent utility bills and property tax bill
- Copies of any recent inspections (pest, roof, sewer, HVAC, etc.)
- HOA documents, if applicable

Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then we can have your home on the market in as little as 48 hours.



THE SELLER'S ROAD MAP



“

I highly recommend the Green Door Living team! They made my transaction seamless and stress-free, and I was able to sell my home for top dollar. They are very knowledgeable about local real estate trends and made this process feel so easy.”



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