

A GUIDE TO **SELLING YOUR HOME**

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**WHAT ARE YOUR
REAL ESTATE
GOALS?**

MY MISSION

To help families make **powerful & confident** homebuying decisions.

A home is often the single most important (and largest) investment people make in their lifetime.

My goal is to make your experience as seamless and stress-free as possible so you can **feel confident in your home selling decisions.**



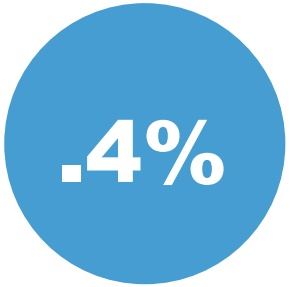
HOW'S THE MARKET?

LET'S TAKE A LOOK AT THE NUMBERS



INTEREST RATE

Here is the latest interest rate available for a 30-year fixed rate mortgage.



APPRECIATION RATE

Average based on national projections from Fannie Mae, Freddie Mac, MBA & NAR



MONTHS OF INVENTORY

For single family homes. Since a normal market is 6 months, this means we're still well below that.

WHAT THIS MEANS FOR YOUR HOME

Interest rates remain high while the Federal Reserve continues to work to get inflation under control. If that happens, we may see mortgage rates come down moderately throughout the year.

Experts also predict that home sales are projected to be lower than 2022 due to the higher mortgage rates, although this should also be a moderate drop.

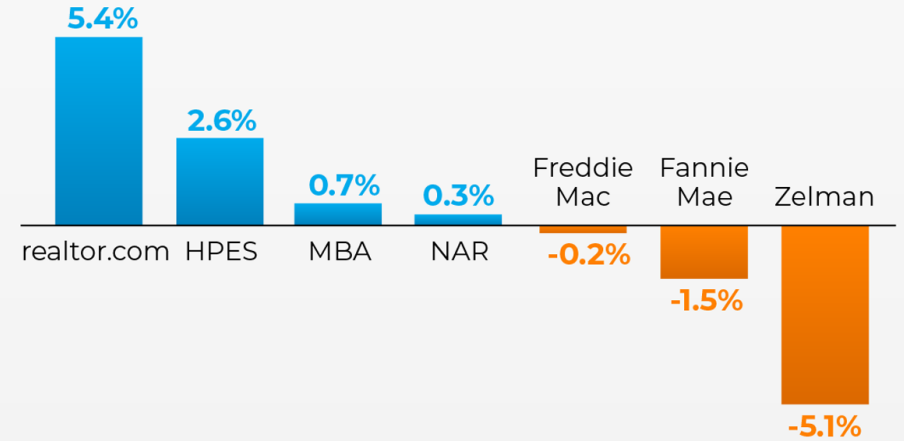
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Home Price Appreciation Will Vary

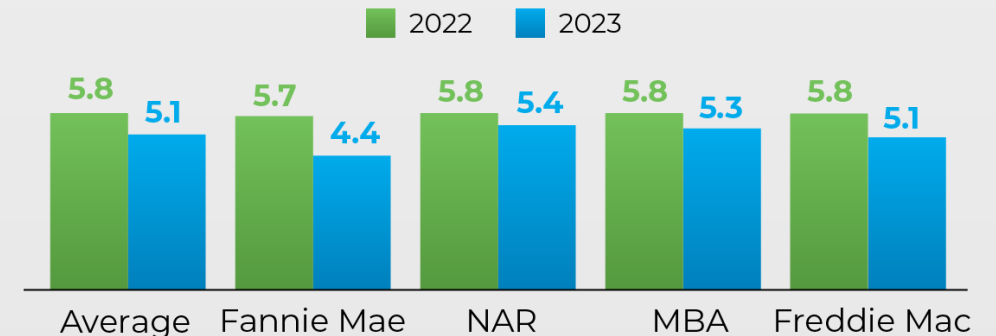
Latest Forecasts from Each Entity



Home Sales Will Moderate

Home sales are projected to be lower than 2022 due to higher mortgage rates that have moderated buyer demand.

2023 Total Home Sales Forecasts In Millions





MY SELLING STRATEGY

WHY MARKETING MATTERS

Being a great real estate agent means knowing more than how to do the paperwork. My advanced marketing plan means the maximum amount of exposure for your home across the highest trafficked real estate listing websites.

By combining that with my expert knowledge of the local market, professional photography and my tireless showing strategy, I have an unbeatable game plan for selling homes.

55%

of buyers found their home on the internet

25%

the percentage staged homes sell faster than non-staged homes

47%

of homes listed with high quality photos receive a higher asking price

DIGITAL MARKETING

My digital marketing plan was created to give prospective buyers a complete online experience to maximize exposure and interest fast.



THE MOST EXPOSURE

I will put your home on multiple sites so we maximize interest across a variety of platforms.



PICTURE PERFECT

Professional photography and video will show off your home's best side and entice prospective buyers









EMAIL NEWSLETTER

Your listing will be added to my email newsletter and sent to my list of 4,000 people

YOUR HOME'S DIGITAL FOOTPRINT

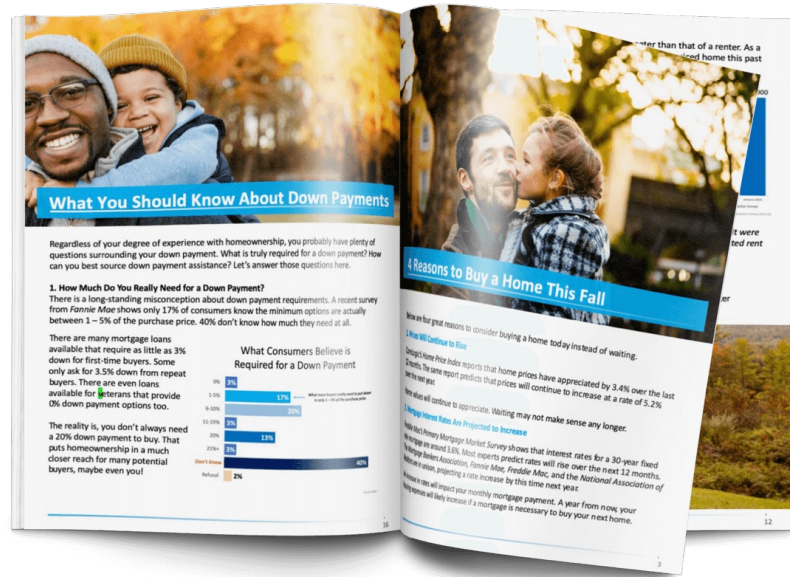
Your home will appear on all the following top real estate search sites including:

-  Website.com
-  Website.com
-  Website.com
-  Website.com
-  Website.com
-  Website.com



ADDITIONAL MARKETING MATERIALS

Here's a sample of some of my marketing materials



BUYER GUIDE



POSTCARD

MY OPEN HOUSE STRATEGY

51%

of homebuyers attend
open houses in their
home search.

Open houses can be a powerful way to showcase your home to potential buyers.

Here are a couple ways I maximize my marketing to get more people in the door:

- **Facebook**
- **Email**
- **Direct Mail**
- **Redfin**
- **Door Knocking**

98%

CLIENT SATISFACTION

Results based on my client survey.

21

DAYS ON MARKET

The average for this area in the last 6 months.

15%

OVER LISTING

The average amount my homes sell over listing price.



WHAT THIS MEANS FOR **YOUR HOME**



More exposure



More knowledge of market



More innovative marketing tactics



More interest from prospective buyers



A seamless selling experience

MY RECENT SALES



1234 Main Street
Anywheretown, USA 123456
Listing Price | Sale Price
DOM



1234 Main Street
Anywheretown, USA 123456
Listing Price | Sale Price
DOM



1234 Main Street
Anywheretown, USA 123456
Listing Price | Sale Price
DOM

312

Homes Sold in My Career

64%

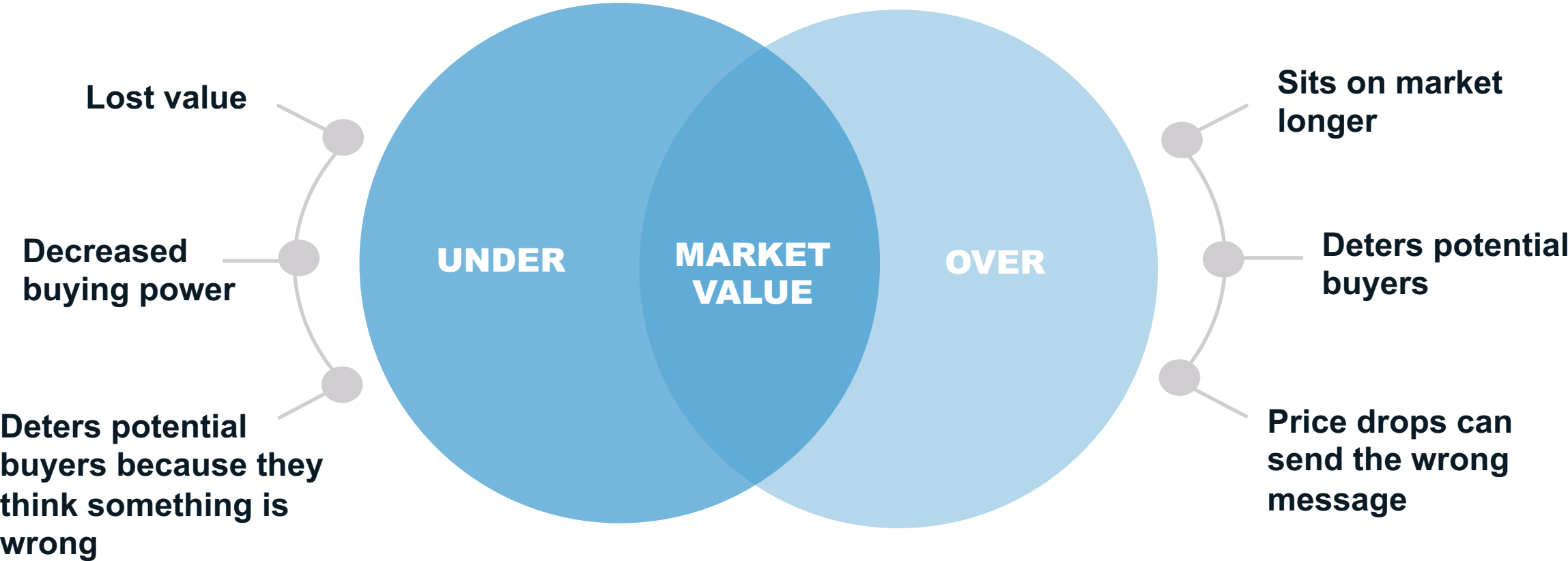
Homes Sold Over Asking

22

Avg Number of Days My Listings Are on the Market

WHY PRICING RIGHT MATTERS

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers your way. This strategy **actually increases** the number of buyers who will see your home in their search process.



THE HOME SELLING PROCESS

Each step of the homebuying process plays a crucial part in your selling experience. The right agent will help minimize the stress and maximize the price you get for your home in the shortest amount of time. Here's how:

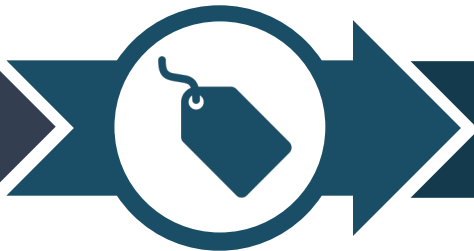
Step 1



Hire an Agent

Finding the right agent means hiring an expert who helps you navigate the selling process easily.

Step 2



Determine Price

You and your agent will look at the local market and help find the best asking price for your home.

Step 3



Prepare the House

It's time to make your home look its absolute best before hitting the market-landscaping, cleaning & staging (if applicable).

Step 4



Start Marketing

An excellent realtor will know how and where to market your house to get the most viewings possible.

Step 5



Begin Showings

Flexible access is a key part of quickly selling a home. This means weekend open houses and private showings.

Step 6



Accept Offer

Once offers are received, your agent will help you negotiate price as well as requests for repairs and credits.



ABOUT ME

JANE SMITH

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If you have any questions, please feel free to call me any time!

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CLIENT TESTIMONIALS



THANK YOU!

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LEARN MORE



MASTER THE MARKET & YOUR MARKETING



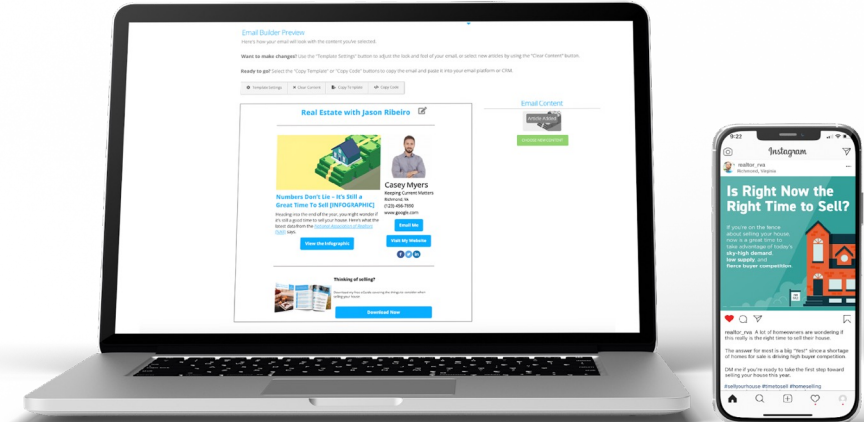
Personalized Marketing Content

Make your marketing strategy easy with new, ready-to-share graphics, blogs and videos every week plus more.



Powerful Market Insights

Answer the question "How's the market" with weekly content that doubles as the perfect way to stay connected with your clients.



Easy Automation Tools

Save time with social media and website auto-posting and one-click customization.



New weekly blog posts plus weekly graphics & videos



Personalized content with your name, photo & contact info



Ready to share to your social media channels



Easily email content to your prospects & clients



Position yourself as the Real Estate market expert

“I think KCM is one of the fundamental tools that has changed the trajectory of my career.”

Alexa Kebalo Hughes, eXp Realty/ KCM Member Since 2012