

SELL YOUR HOME WITH CONFIDENCE



Norianne Wright, Realtor

Seller's Guide



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Welcome!

As an Atlantic Beach resident and Jacksonville native who loves to make the home selling process streamlined, less stressful, and fun for my customers, I look forward to working with you on the sale of your home.

My goal is to implement my customized strategy to provide you with the greatest possibility of selling your home for the highest price in the shortest period of time. I am dedicated to using my expertise and the full resources of my office to achieve these results!

Selling a home is a big undertaking in your life, and in this booklet I've enclosed some useful information about the home-selling process and the benefits I can offer you. I look forward to meeting your real estate needs every step of the way.

Norianne Wright
Momentum Realty



What I DELIVER

Communication

Through effective communication, I discover what's important to you when selling your home. I ask insightful questions and take the risk of asking questions that the typical agent might not ever ask. By leading you through the process of clarifying your values, I craft a very specific, strategic process for you and keep in communication with you with every step.

Marketing

Your home will get the exposure it deserves through my effective marketing plan. As your trusted Real Estate consultant, I target buyers interested in your property through multiple medias.

Transactional Details

As your overseer of all transactional details, I dot the I's and cross the T's. Imagine that selling a home is like flying an airplane across the country. Now imagine that I'm your pilot and you're my passenger. I understand the turbulence that we may or may not run into and know how to navigate through it.



Experience & Expertise

The complexities of your Real Estate transaction will be handled with the utmost care. With my years of experience, I can foresee potential issues or obstacles and can help you to navigate the ups and downs of even the most difficult situations. I recognize the need for accurate information and know how to best obtain it. I see things from multiple perspectives and can identify the likely consequences of our decisions.

Negotiations

The negotiation process can sometimes be an intimidating process. I navigate you through negotiations so that your home sale ends in a win win scenario that is best for the transaction.

Pricing Your Home TO SELL

3 Elements that lead to selling your home

- The price- determined by the market
- The condition- determined by you
- The marketing, offers, and negotiations- determined by me

Reasons to list at Market Price

- Less time on the market- 50% fewer days
- More money- 8% higher list price to sales price
- Less hassle- fewer showings
- More money- fewer price reductions
- More options- multiple offers are twice as likely

Real Estate Reality

- The price of your home should be based on fair market value - the price of sold properties in the area rather than the list price of properties now on the market

Drawbacks to Overpricing

- Fewer buyers will be attracted because they'll think the home is out of their price range
- Home will take longer to sell
- Competing properties priced at market value will look more appealing
- Home will linger on the market and become stale in everyone's minds
- Appraisal problems may occur
- May end up selling below market value in order to make up for all of the above

Timing

- Timing is everything! Your home generates the most interest in the real estate community and among potential buyers during the first 10 days it's on the market.
- If it is not properly priced during this time, we miss out on this peak level of interest.

Marketing PLAN

**Ten steps
proven to sell
your home
quickly & for a
great price!**



- Price your home strategically to be competitive with the current market and current price trends.
- Prepare your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
- Have your home professionally photographed to ensure that your home is shown in its best light. These photos will also be used to create a virtual tour of your home which will be placed on multiple websites to attract local and out-of-town buyers.
- Place For Sale signage strategically to attract the most eyeballs.
- Market your home on the top 5 social media platforms, ensuring total exposure of your property. Run a Facebook ad that will target a specific group of buyers looking in your area and price range.
- Advertise your home in my monthly real estate newsletter.
- Provide you with timely updates, including comments from prospective buyers and agents that have visited your home.
- Optimize your home's Internet presence by posting it on local MLS systems and adding multiple photographs, virtual tour, and creative descriptions.
- Target my marketing to active real estate agents that specialize in selling homes in your neighborhood as well as to active buyers and investors in my database that are looking for homes in your price range and area.
- Enlist the assistance of my strategic partners to promote your home to their friends, families and colleagues

YOUR HOMEWORK



PLEASE HAVE THE FOLLOWING AVAILABLE:

- Completed copy of Seller's Property Disclosure
- Receipts from any repairs, improvements or maintenance
- Info on your termite contract
- A copy of your property survey
- Extra keys to your house
- Current mortgage balance information
- Average utility cost information
- Recent tax bill
- A copy of your elevation certificate
- Covenants and restrictions



Let's get it SOLD!

Norianne Wright, Realtor

Momentum Realty

904-742-5559

noriannewright@yahoo.com


noriannewright.com

 [Norianne.Wright.Realtor](https://www.facebook.com/Norianne.Wright.Realtor)

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