



Alice Blakely Professional Real Estate *Seller Services*

PRE-LISTING WALKTHROUGH

- Walk through the property to see the condition, highlights, and identify potential buyer objections.
- Hear your goals and preferences so I can most effectively serve you when selling your home.
- Discuss specific conditions applicable to your sale, such as contingencies, job relocation, 1031 Exchanges, FIRPTA, etc.

PRICING STRATEGY

- Comprehensive pricing approach that considers comparable property sales, current market statistics, and the unique and sellable features of your home so I can provide the most accurate and well-informed valuation.
- Provide an estimated net sheet so you know the general costs to sell, and the estimated dollar amount you will have in your pocket on closing day.

LISTING PREP

- Provide “to-do” list of improvements to make before going to market. This will result in showing your home in it’s best light and incentivizing quick and high offers.
- Coordination and referrals to the best contractors in the area so you can complete these improvements in a timely and cost-effective manner.
- Coordination and referrals to Home Staging or Virtual Staging providers for your property if needed.
- Scheduling of professional photography, including drone and video that makes your home look amazing.

“MAKE YOUR PROPERTY FAMOUS” MARKETING STRATEGY

- Even prior to listing your home on the MLS, I begin marketing it to the 80+ agents within my brokerage in order to reach their sphere and buyer pool.

- Premium Professional Photography that is crisp, clean, informative, and makes your home look amazing is featured on social media and You Tube channels.
- Drone Photography to capture the area and neighborhood highlights of your property.
- Print Marketing in local publications.
- Direct Mail marketing to the closest 250 properties including your neighbors so they can invite their friends and family to become their new neighbor.
- Email Marketing to my extensive and curated mailing list, plus the email lists of 80+ agents within my brokerage.
- Robust online and social media marketing channels: Facebook, Instagram, Linked In.
- Reverse Prospect to agents whose clients are actively searching the exact area of your property.

LISTING YOUR HOME ON THE MLS

- Activate your property as “Coming Soon” on the MLS for 7-30 days to generate interest and stack showings with qualified and interested buyers.
- Install a “For Sale” sign at the property.
- Network your property to agents inside of my brokerage, outside of my brokerage, my extensive network, and the networks of 80+ agents within my brokerage.
- Complete paperwork ahead of receiving an offer. This keeps your life easier and minimizes surprises and reasons for a buyer to cancel.
- Activate your listing as “Active” on the MLS which will automatically broadcast it to 3rd party websites like Realtor.com, Zillow.com, Trulia.com, Redfin.com, etc.



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SHOWING YOUR HOME TO AS MANY QUALIFIED & INTERESTED BUYERS AS POSSIBLE

- I aim to meet each buyer and their agent to optimize the showing experience, answer questions and relieve buyer objections immediately, highlight features of the property that the buyer and their agent may not be aware of, and receive immediate feedback about the property.
- Having a knowledgeable and dedicated listing agent present prevents critical information from slipping through the cracks and prevents missing offers.
- Showings are scheduled according to your approval. I aim to make the showing schedule as convenient to your schedule as possible, while accommodating as many showings as possible.
- A multi-step follow-up system is in place for each buyer who comes through, which starts immediately after the showing and continues throughout the entirety of the time on market.

OPEN HOUSES

- Host open houses at the property, marketed ahead of time, online, and through effective old-school signs in the area.
- A multi-step follow-up system is in place for each group that comes in, which starts immediately after the initial visit and continues throughout the entirety of the time on market.

RECEIVING, NEGOTIATING, AND ACCEPTING OFFERS

- **Negotiation:** I present any and all offers that are received on your home. My solid negotiation skills, thorough communication with the buyer's agent, unparalleled knowledge, and ability to think outside the box provide you with a partner who will advocate on your behalf, putting the most money in your pocket.
- **Opening Escrow:** Coordination with title, buyer's lender (if applicable), and all other parties involved. Communication is essential to keeping a transaction moving forward as seamlessly as possible, with as few surprises as possible.

UNDER CONTRACT: INSPECTIONS, APPRAISALS, AND MORE

- **Inspection:** During the Inspection Period, often 10 calendar days after all parties sign a contract, the buyer will perform their due diligence and thoroughly inspect the condition of the home. They may provide a list of repair requests or deem the property unfit to purchase. I will assist you in devising a strategic response to their request that is fair, financially sound, and most beneficial to you in the overall picture of selling your home. My solid negotiation skills are utilized on your behalf and you will have my support throughout the entire process.
- My connections to local contractors and tradesmen to complete agreed upon repairs will help simplify the process for you.
- Continued coordination and communication with all parties involved including the title company, the lender, inspectors, appraisers, and more.
- **Appraisal:** If the purchase is being financed, the buyer will order an appraisal. I will meet the appraiser at the property to ensure they are aware of the critical details of your home, your immediate neighborhood, and the area in general. I provide them with a highly detailed presentation of comparative neighborhood sales, highlighting features and differences in those homes that an unfamiliar person may be aware of, and I strongly advocate the reasons why your home is worth the amount for which it is under contract.

GETTING YOU TO AND THROUGH CLOSING DAY

- As closing day approaches, we will review closing paperwork, I make final check-ins with the title company and lender (if applicable) to ensure that funds are in as expected, and you will finalize how you want to receive funds due to you at closing.
- We will prepare the items that will convey to the new buyer- keys, clickers, manuals, etc.
- Once the sale has recorded with the county assessor's office, your property is officially "sold" and funds due to you will be issued. Congratulations!!!



Your Home Journey, *Your Way.*

In this market, volatility is abound and you could easily leave tens of thousands of dollars on the table. You need an advisor that is invested in YOU. If at any point along our journey you have any questions, I am just a call, text, or email away.

Reach out anytime!

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