

STEPS TO SUCCESS SOLD STRATEGY



SELLING YOUR HOME IN 7 STEPS

INTRODUCTION

Thank you for choosing to put your trust in me for the process of buying and/or selling your home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.



Yorman Tavera, Realtor®

Lic: 719662

GreaterHoustonPlaces@Gmail.com

832-510-8313

www.GreaterHoustonPlaces.com

Good service speaks for itself. We're looking forward to the opportunity to earn your referrals too!





Home Listing Timeline

pre-listing

- schedule an appointment
- meet with Ella via Zoom
- discuss best strategy for listing
- formal listing presentation
- executed list agreement
- property evaluation
- complete market analysis
- establish sales price



listed and active

- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing service
- Showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- virtual open house scheduled

under contract

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to Ella Jones!



1. Printed Material

Printed material also include Just Listed postcards that are mailed to hundreds homes in your neighborhood. This encourages your neighbors to tell friends and family about your home.

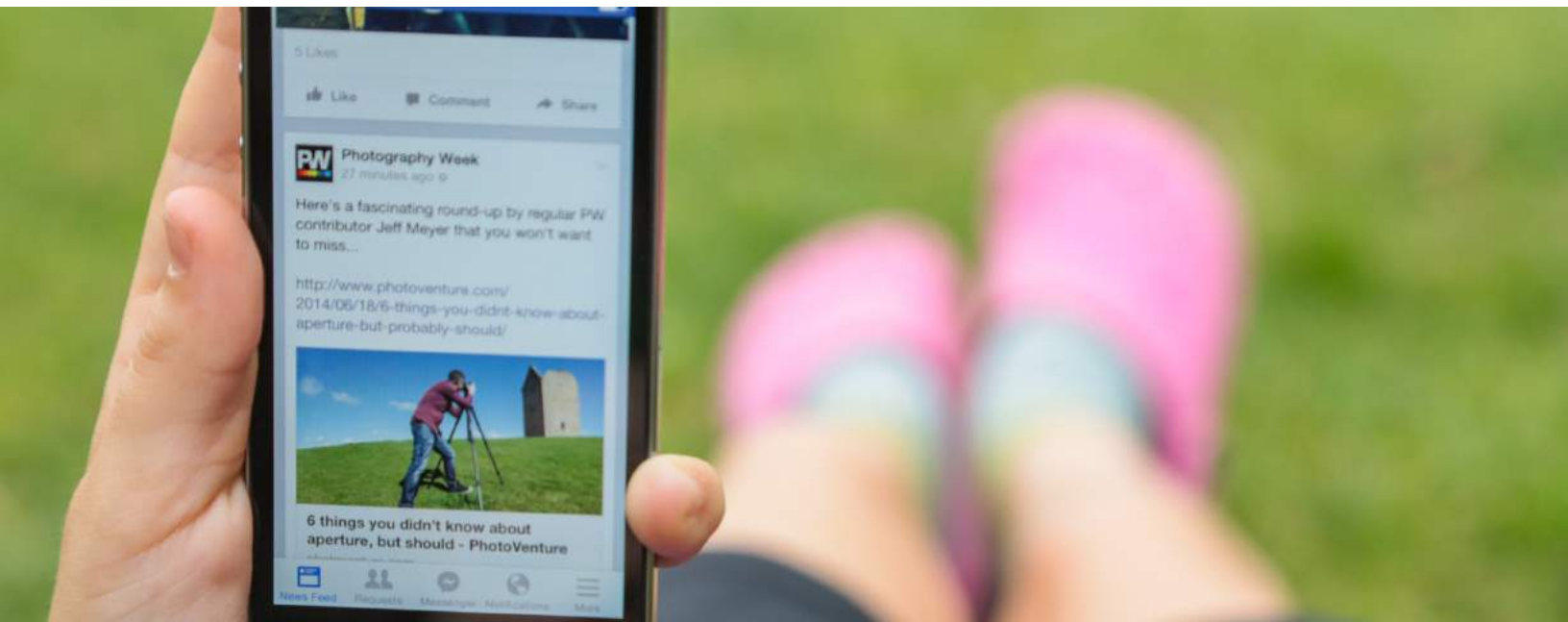


2. Making the calls



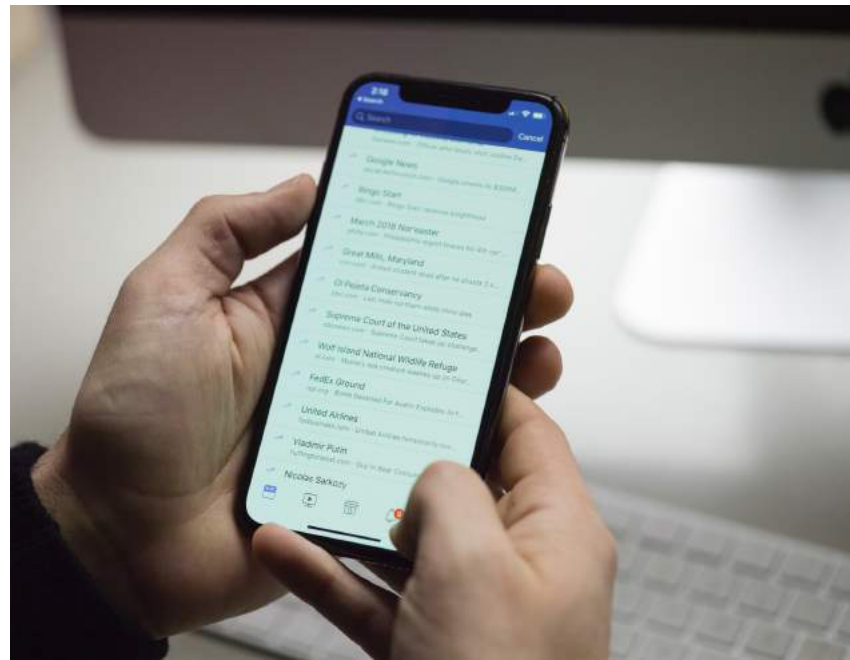
We actively call other agents and current buying clients to tell them about your home.

OUR LISTING STRATEGY



I am an expert in Facebook ads. I understand the strategies it takes to market to targeted demographics, how to hook them, and how to convert them. I get thousands of image views and video plays weekly.

3. FACE BOOK



Facebook Examples



facebook Ads



Yorman Tavera - Realtor at Zarco Properties LLC

@realtaveraestate

Book Now



Publish



Photo



Promote



View As

5

5 out of 5 • Real Estate Agent • The Woodlands, TX

[Home](#)

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[Vid](#)

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Yorman Tavera - Realtor at...

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[Events](#)

[C](#)



Options



Yorman Tavera - Realtor at Zarco Properties LLC

Posted by Yorman Tavera

April 2, 2020 · 🌐



Wonderful Home in Spring



Just hit the market.



Contact me for more details 🙌🙌🙌



HAR.COM

20927 Thistleberry Lane, Spring, TX 77379

4. Open Houses

We love getting in front of buyers and guiding them through your home using Matterport 360 and Live FaceTime!



Here are just some of the ways we might market the open houses we will hold:

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Weekly Newsletter Blast

OUR LISTING STRATEGY

1 in 7

We convert 1 in 7 people each virtual open house we hold!

1131 W OLIVE AVE, FULLERTON, CA 92833

AREA REPORT

VERY CONVENIENT

This home is in a **very convenient** area. Some daily errands in this location **require a car** and most major services are within **1 mile**.

Icon	Service	Distance
ATM	ATM	0.2 MILES
PHARMACY	PHARMACY	0.3 MILES
MEDICAL	MEDICAL	0.3 MILES
CLEANERS	CLEANERS	0.3 MILES
GAS	GAS	0.3 MILES
MOVIE THEATER	MOVIE THEATER	1.3 MILES
GYM	GYM	0.5 MILES
COFFEE	COFFEE	0.3 MILES
GROCERIES	GROCERIES	0.3 MILES

DISCLAIMER: The information in this report is from third-party sources and its accuracy cannot be guaranteed.

ListReports

OPEN PRO

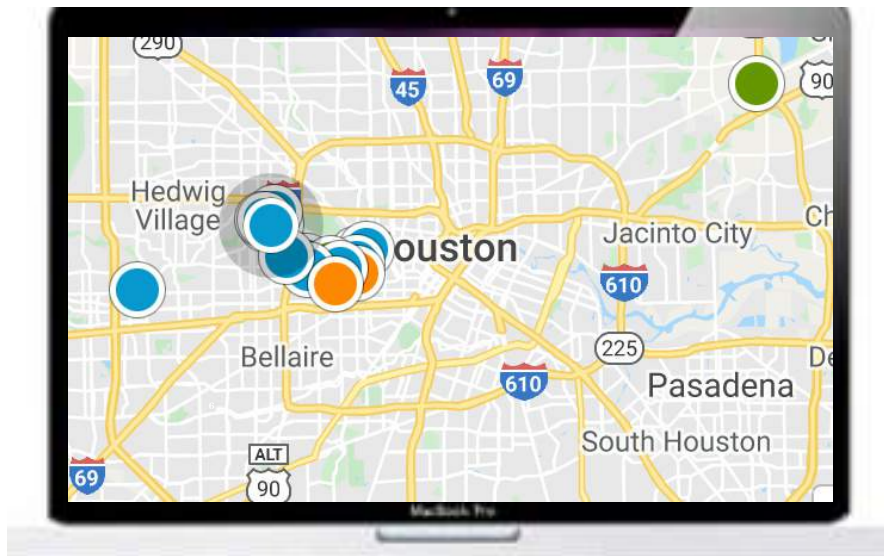


5. Hiring the right people

A Transaction Coordinator functions as a liaison between real estate agents, their clients, escrow companies, and mortgage brokers during the process of a real estate sale.

We use a transaction coordinator to make sure your transaction (buying or selling) is as smooth as possible and nothing is overlooked. When we are out at your home inspection or on the phone negotiating a better deal for you, you can trust we have someone on the back-end making sure all T's are crossed and I's are dotted.

6. Web- Sites



Your home will appear on over 120 websites, including the MLS, Zillow, Trulia, Realtor.com, and many many more!

7. Pro VS. Phone

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!

Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.



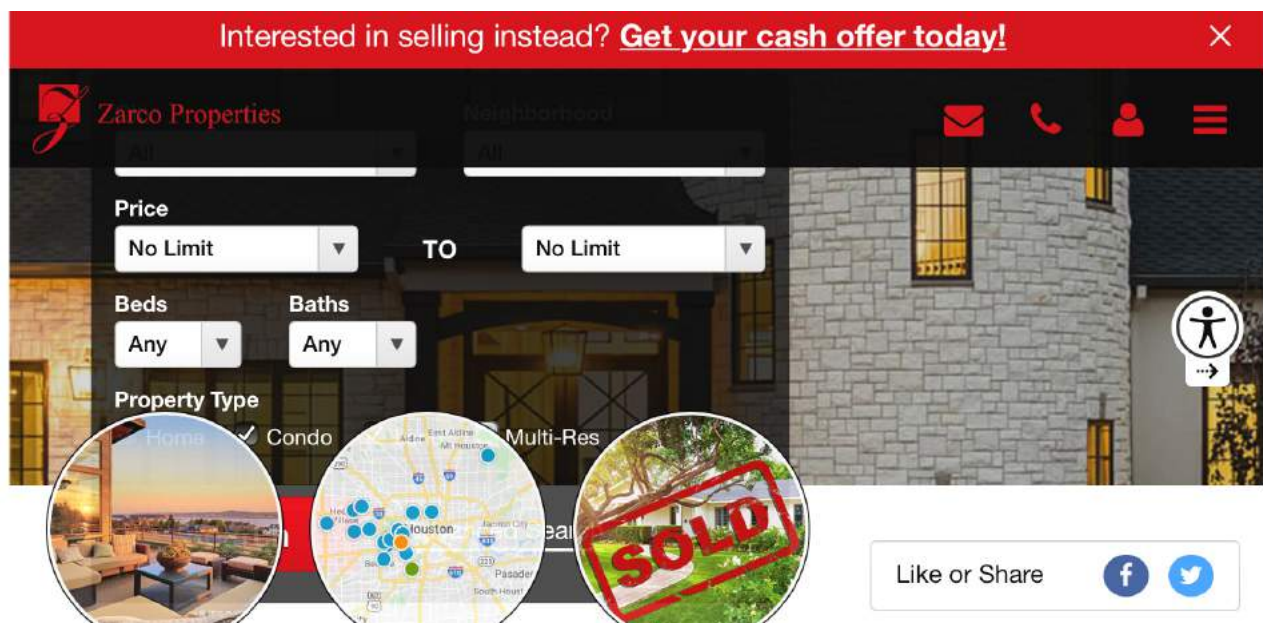
Amateur

Professional

Using all of our tools

We take great pride in using all the tools available to us. We want to make sure that not only is your home marketed well, but that we are using the data from those efforts to keep your home at the top of mind.

Here is how...



We get notifications when any agent is asked for information on your property. The average Realtor response time is over 24 hours. That is unacceptable to us, so we follow up immediately.

Next Steps

Declutter:

It is important to declutter your house so it appears to have lots of storage space. Potential buyers want to feel like they can easily fit all their belongings and be well-organized. All built-in cabinets and closets are fair game for potential buyers to inspect. These areas must be clean, neat, and orderly. There are several key areas in your house where you will want to focus your time.

1. Kitchen
2. Bathrooms
3. Clothes Closets
4. Kid's Stuff

Remember... First Impressions Last a Lifetime

Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

Curb Appeal:

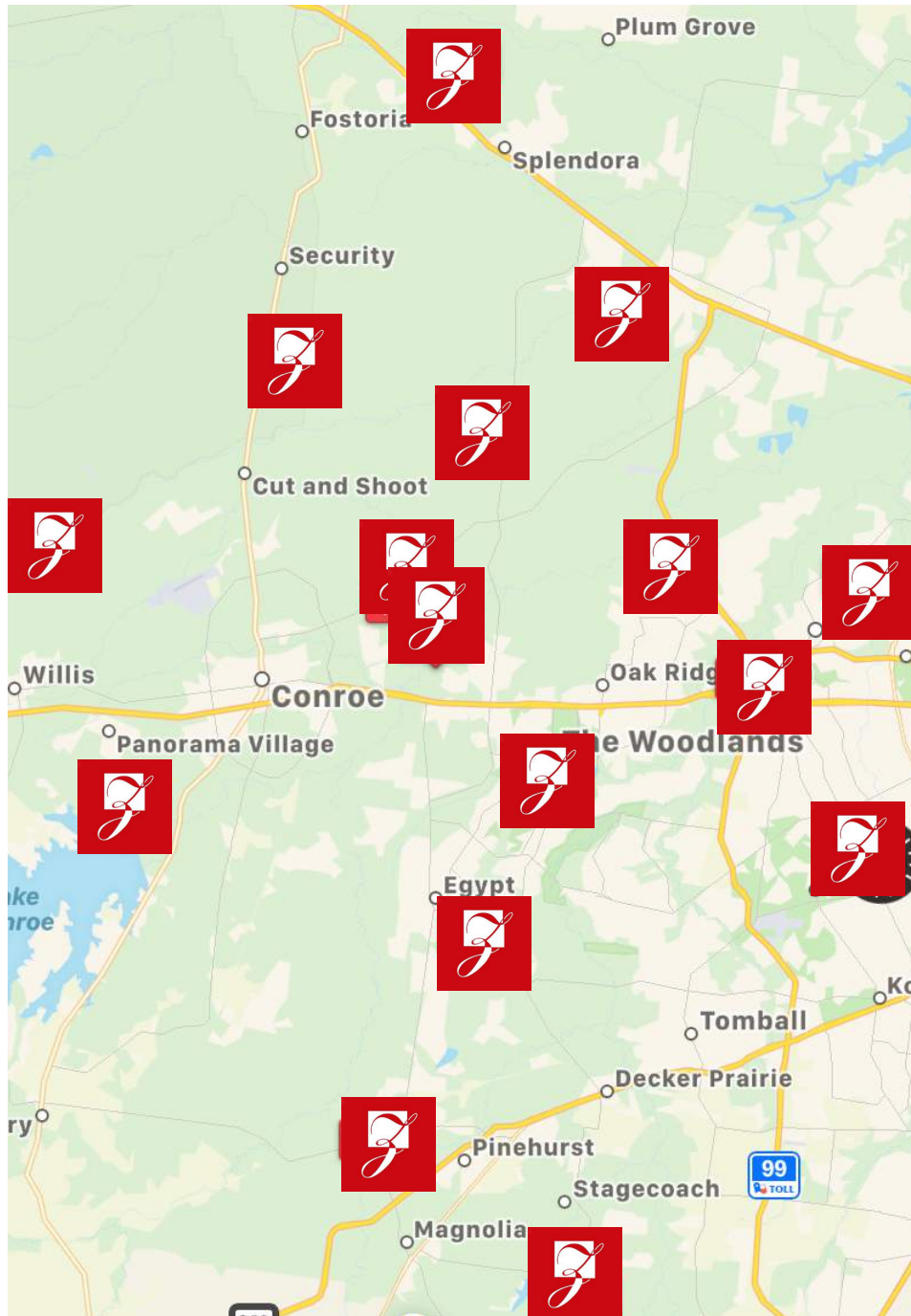
New Plants: Remove all dead plants and replace with new 'live' plants. Add annual flowers with pops of color.

Fertilize: Fertilize your lawn, shrubs, and trees. You want everything to look green and healthy. You might even want to 'super bloom' flowers to keep them blooming while your house is on the market.

Mulch: Mulch all plant beds and around trees. Mulch not only cleans up the landscape but also stops weeds from returning. Potential buyers see a mulched yard as a well-maintained yard.

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JOIN MY HAPPY CLIENT CLUB





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