



SELLER GUIDE

IT'S NOT JUST A HOME
IT'S A LIFESTYLE

Jordan Reed

Lic: #3370694

321-355-8515





MARKETING PLAN



Team Approach

A team will always out-perform an individual. The Jordan Reed Team team is well trained in customer service, sales and highlevel negotiations. When one agent is busy the other agents phone rings to get you service when you need it. When a buyer calls someone will always answer.



Photography

We are the photographers. We don't outsource in order to control quality, cost, and time to market. We have the highest quality equipment and expert realtors to capture your home in its best light. Let us show you so you can see for yourself.



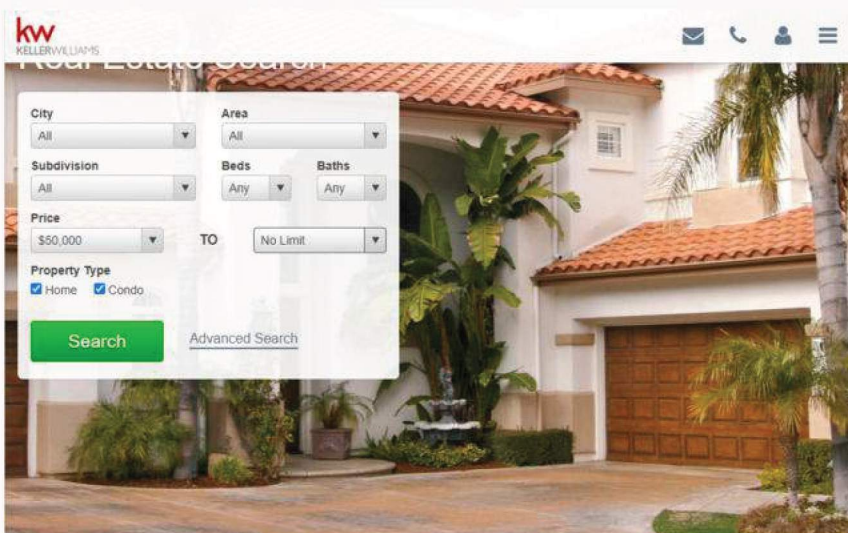
Virtual Tours

We take lifelike tours of your home so buyers anywhere can make an offer today. Utilizing high-tech 360 virtual media enables us to market your home to anyone, anywhere.



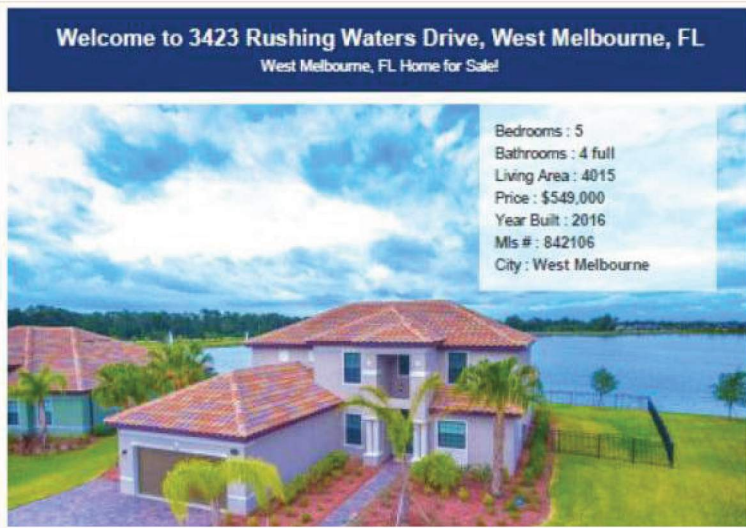
Aerials And Drones

The first photo of your property is the most important, and being able to see a home from the best angle and in the best light can make all the difference. Using a drone is the ideal way to accomplish this goal.



Your Own Website & Pay Per Click

We will build a custom website for your property which can be promoted in advertising to draw in more potential buyers.

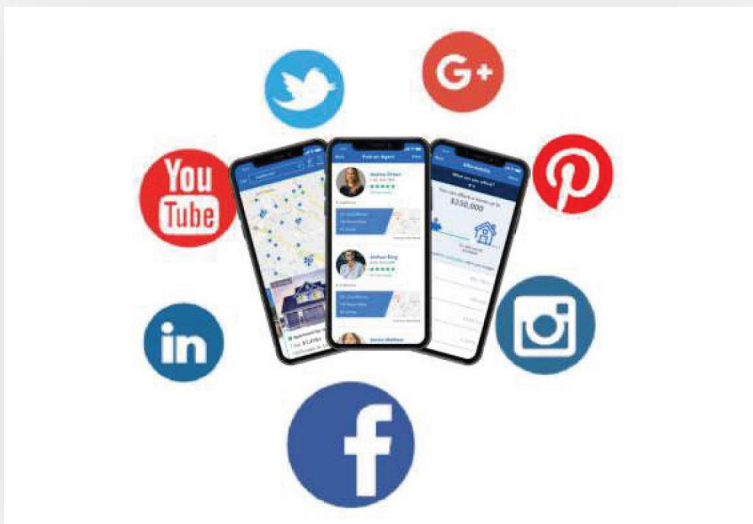


Property Brochures

Professionally designed and commercially printed, our brochures showcase your home in the best possible way.

Idx Online Property Distribution

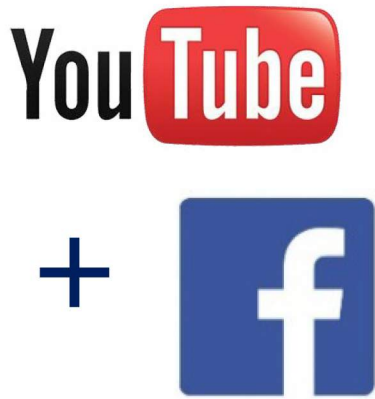
To increase your property's exposure to the most qualified real estate consumers, it will be presented on the largest and most-trafficked business, lifestyle, and real estate websites in the world. In addition, properties are exclusively marketed on over 100 International affiliate websites around the world.



Text Message & Social Media

We send out clean, simple and direct e-mails which showcase your home's features to agents and potential buyers.

THESE STEPS ADD UP TO SOLD



VIDEO

Video gives buyers a different perspective of a home's layout and floor plan. We will feature your property video on sites like YouTube, Vimeo, and Facebook.

VIRTUAL STAGING

We can take an empty room and make it look like a model home. This helps drives buyers to schedule showings and make offers.



REAL STAGING

We can stage your home so buyers see a space they can imagine living in. We take care of this for you.

THESE STEPS ADD UP TO SOLD



PREMIER EXPOSURE

Your property will receive premier exposure on:

- » Zillow.com
- » Realtor.com
- » Trulia.com
- » Homes.com

OPEN HOUSE SHOWCASE

We guarantee you have never seen an open house event as big as ours. With our Zillow and Realtor.com online pre-marketing, directional signs, and 12-ft flags, we get a steady stream of potential buyers through your home – which equals results!



Lead Central Opportunity Wall New Best-Fit Leads Add Lead Auto-Import Leads

Welcome to Lead Central

Filter by Agent: - All Agents - 2
Filter by Lead Type: - All Leads - 2

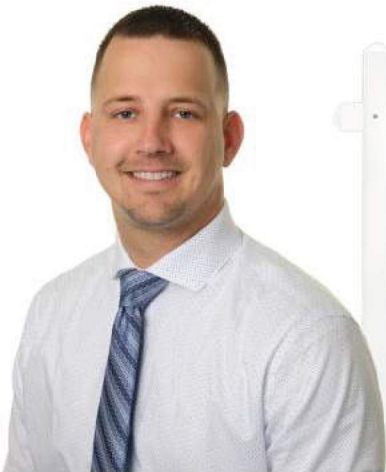
Showing 1 - 100 of 1405 Active leads | Sorted by Time since their Last Visit to the website

NEW	QUALIFY	HOT	NURTURE	WATCH	ALL ACTIVE
Lead Type	Category	First Name	Last Name	Actions	Calls Made status last call
BUYER	watch	Natasha Vaccaro	location unknown 928-925-2568	Actions =	1 call 29 days ago
BUYER	hot	Michele Kneptler	Phoenix, AZ 602-425-7789	Actions =	4 calls 14 days ago
BUYER	new	Steven Tung	Eugene, OR 480-399-8769	Actions =	0 calls -N/A-
BUYER	new	Laura Eggen		Actions =	0 calls -N/A-

BUYER DATABASE

On average we have 50+ active buyers searching for a home like yours. We just need a reason to call them and let them know your house is for sale with us.

THESE STEPS ADD UP TO SOLD



SIGN & POST

Our luxury sign will show your home is professionally represented. Our clean branding will not detract from your home's curb appeal.

FEEDBACK & COMMUNICATION

We provide you with feedback received from prospective buyers and agents regarding your home. This allows us to make needed changes to our selling strategy



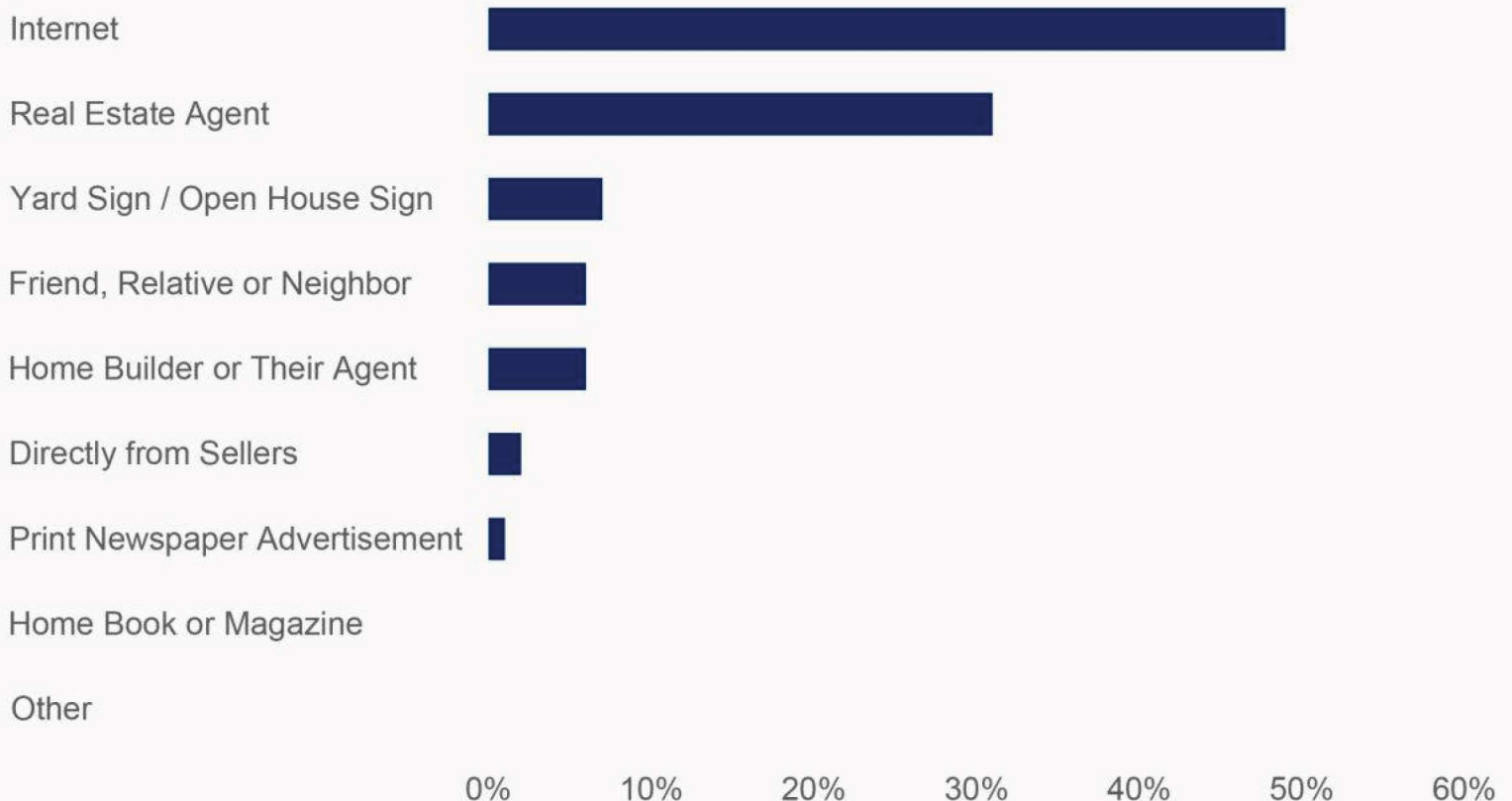
FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.



HOW BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2017

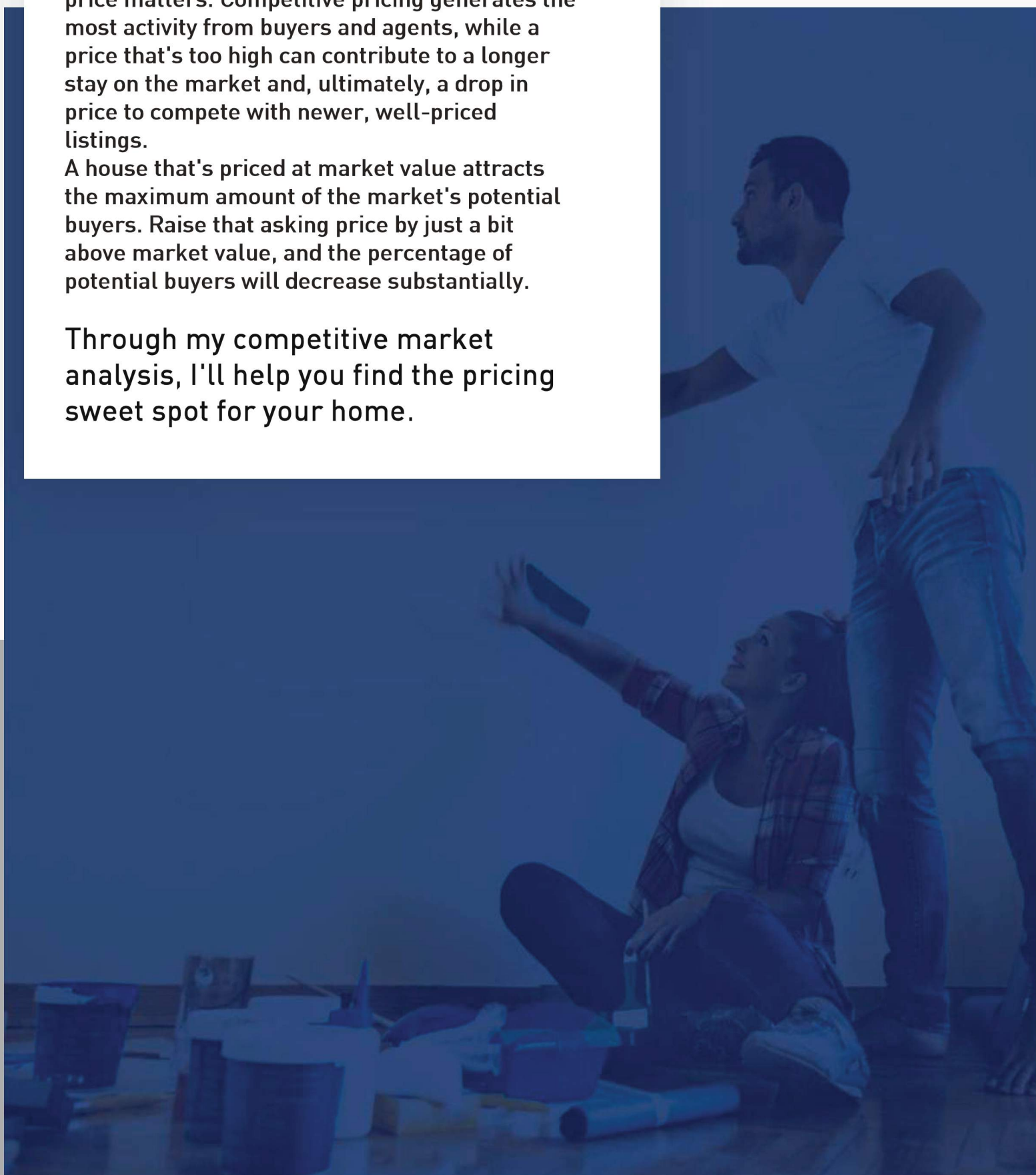


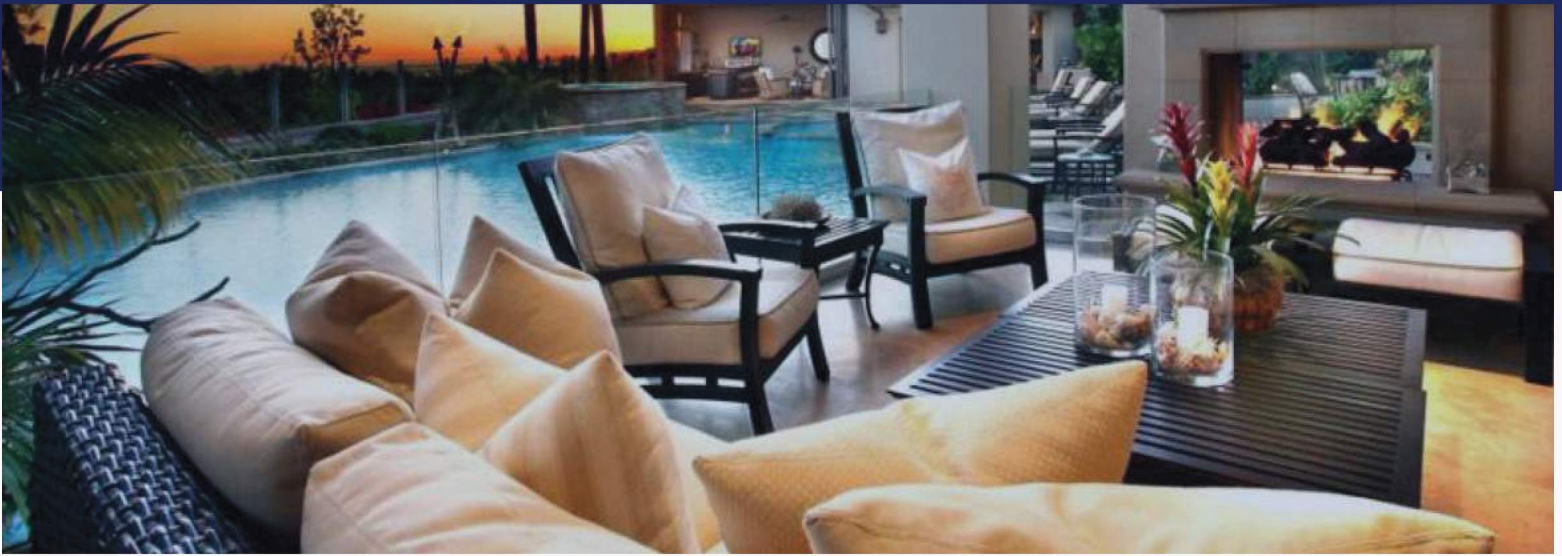
THE PRICE IS RIGHT

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings.

A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

Through my competitive market analysis, I'll help you find the pricing sweet spot for your home.





LISTING TIMELINE

SIGN LISTING
AGREEMENT


COMING SOON

LISTED IN
MLS

UNDER
CONTRACT

SOLD/CLOSE

PREP – 1-5 Days

Clean-up, staging, photoshoot,
pre-inspection, pre-appraisal

INTENSE ACTION – 7 Days

Exclusive listing for listing agent
to represent both the seller and
the buyer resulting in more
money for the sellers.

MARKET EXPOSURE – 0-83 Days

List at 9 AM on Thursday. Home
is listed across 700 websites
online to find the one buyer.

CLOSING – 7-30 Days

Inspection, appraisal,
title search.

THE PROCESS

The real estate transaction is complex and navigating you through every step of the sale is my expertise.



Initial meeting, walk-through and needs analysis

- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Launch “coming soon” marketing campaign
- Establish a competitive price
- Officially list your property
- Launch “just listed” marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Begin attorney review
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through

Close!

Real Estate Photography Prep Guide

Courtesy of The Jordan Reed Team

For More Info, Call or Text 321.355.8515



- Sign listing agreement

- Vacuum Carpets
- Mop Hard Floors
- Clean Countertops
- Clean Windows
- Clean Fan Blades
- Turn on all Lights & Lamps
- Replace Burned out Bulbs
- Turn off Fans / Turn off TVs and Computers
- Open Blinds & Window Treatments
- Remove Personal Photos if Desired
- Remove Small Rugs & Mats
- Hide Shoes, Jackets, & Hats in Closets
- Remove Holiday Decorations
- Clean Fan Blades
- Turn on all Lights & Lamps
- Replace Burned out Bulbs
- Turn off Fans / Turn off TVs and Computers
- Open Blinds & Window Treatments

- Exterior – Yards – Pools – Docks

- Close Garage Doors
- Remove Cars from Driveway
- Remove Trash Cans
- Close Garage Doors
- Remove Cars from Driveway
- Remove Trash Cans
- Mow Grass, Trim Shrubs, Clear Leaves
- Remove Empty Planters
- Remove Cobwebs from Eaves & Doors
- Remove Visible Water Hoses
- Remove Toys & Sports Equipment
- Clean Porch, Tidy up Tables & Chairs
- Clean Pool & Remove Vacuum Hose
- Hide Pool Cleaning Supplies
- Turn on Water Features
- Docked Watercraft should be Clean
- Fishing Gear should be Neatly Organized

- Kitchen

- Clear Countertops Completely
- Clear Refrigerator Magnets/Photos
- Hide Garbage Cans in Pantry or Closet
- Remove Dishes from Sink
- Clean Stainless Steel Appliances
- Clean Countertops of Smudges
- Clear Island of Obstructions
- Remove Floor Mats
- Remove Paper Towels & Napkins

- Dining Room

- Clear Table of Paper/Mail/Debris
- Use Decorative Place Settings
- Feature One Centerpiece (Flowers, etc.)
- Straighten Chairs & Space Evenly
- Remove Child Seats/Booster Chairs

- Living Room & Family Room

- Remove Magazines/Papers/Mail/Debris
- Declutter Fireplace/Mantel/Hearth
- Clean Interior of Fireplace
- Do Not Block Fireplace
- Fluff & Arrange Pillows
- Remove Toys
- Hide TV Remotes

- Bedrooms

- Make Beds
- Press Bed Linens & Bed Skirts
- Clear Nightstands of Personal Items
- Hide Charging Cables
- Remove Clutter from Dressers
- Remove Family Photos if Desired
- Clean Under Bed Items that may Appear
- Remove Diaper Genies

- Bathrooms

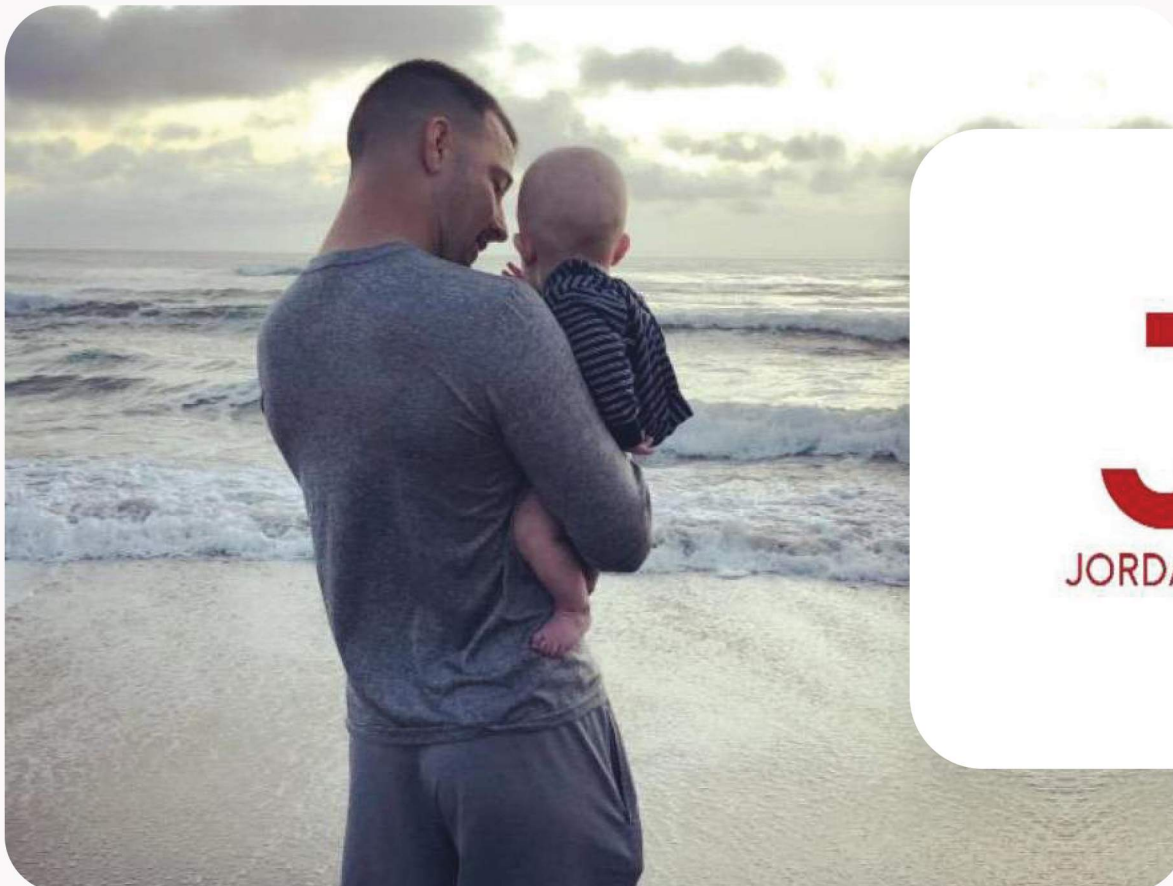
- Clear Countertops Completely
- No Toothbrushes, Medications, etc.
- Put Toilet Seats Down
- Remove Shampoo, Soap, Loofahs, etc
- Open Shower Curtains
- Remove Dirty Towels & Laundry Baskets
- Remove Floor Mats

- Pets

- Hide Food & Water Bowls
- Hide Pet Crates, Beds, & Toys
- Remove Pet Hair from Furniture
- Clear Yard of Pet Waste & Toys

MEET YOUR AGENT JORDAN REED

Jordan is the owner of the Jordan Reed Team. He is a top producing real estate agent in Brevard county, florida. he has focused on providing the best home buying or selling experience possible. Jordan does it all, from a first-time buyer to helping investors flip homes! He will treat you like family and his goal is to continue a friendship after the sale. Jordan graduated from University of North Carolina Wilmington. He was a student athlete and excelled in sports throughout his College days, while graduating top in his class. He has a passion for Golf and loves living the Florida lifestyle! he is happily married with a son and an adorable dog.



JORDAN REED TEAM

RECENT SALES



SOLD
\$1.4 MILLION



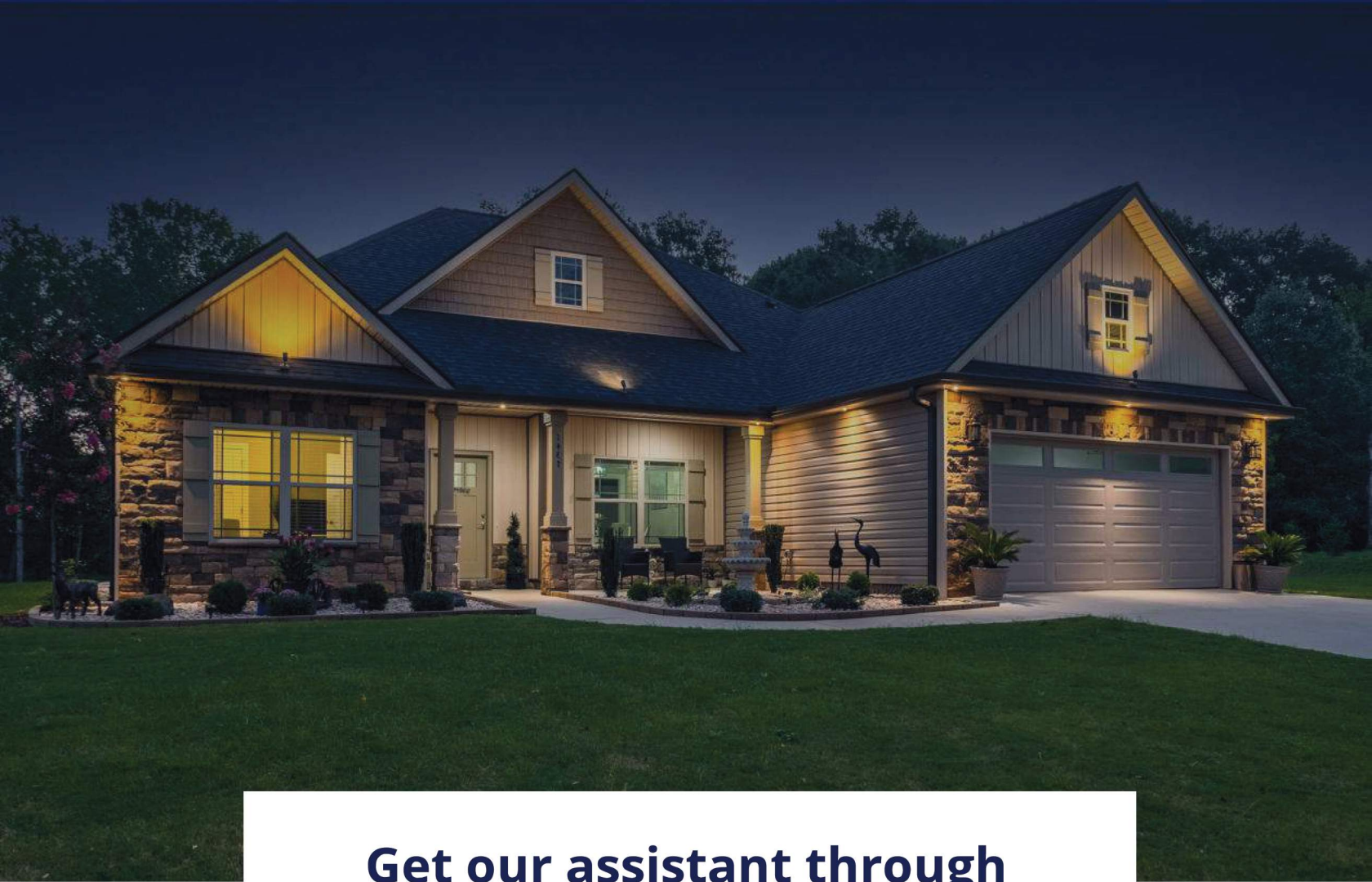
SOLD
\$405,000



SOLD
\$1.2 MILLION

realtor.com[®]

 **Zillow**



Get our assistant through



tel:(321) 355-8515



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www.jordanreedteam.com