

Selling

MADE SIMPLE



Carrie  Pellegrino
REAL ESTATE
— Love the Space —


PEARSON SMITH
REALTY

My Promise

I strive to provide a simplified experience through my proven preparation process, robust marketing, and proactive approach.



01

I promise to tell you the truth about your property based on experience and market data.

02

I promise to respect your confidences.

03

I promise to give you all of your options, so you can make informed decisions.

04

I promise that you will understand what you're signing.

05

I promise to follow through and follow up.

Our Proven Home Selling *Timeline*

OUR SIGNATURE PROCESS

Step 1

Listing Consultation

After viewing your home, I will suggest improvements and present you with a Comparative Market Analysis. Together, we will determine the best list price, our staging options, and when your home will go active on the market.

Step 2

Professional Photography

After your home is prepared and staged, we will schedule professional photography, videography, and floor plans. These photos will be used in the MLS, print marketing, and on social media.

Step 3

Marketing

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and implement your customized marketing plan.

Step 4

Showings

During this time, it is important that you allow showings of your property. Using our ShowingTime scheduling system, you confirm appointments made by licensed Realtors who are trained in how to best show your home to potential buyers.

Step 5

Receive an Offer

When offers are received, we will review them together and I will help you understand all the terms of the contract. You may decide to accept, reject, or counter any or all aspects of an offer.

Step 6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any requested repairs. Keep in mind, if the contract is contingent, the buyers are entitled to void the contract during this time period.

Step 7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should become an issue.

Step 8

Settlement

You will need to fulfill any closing obligations including: fixing agreed upon repairs, submit disclosures, review closing costs, and move out of the home. After you sign the documents, the sale will be complete.



Price

Active buyers will ultimately price the home for us. Their perceived value of the home compared to its price is the greatest factor in soliciting offers. Our goal is to demonstrate the value of your home and bring as many Buyers into your home to view it as possible. A smart and competitive pricing strategy is essential.

Presentation

Buyers will form a first impression of your home through photos and videos online. These images will create a vision, dream, and evoke enthusiastic feelings for potential Buyers. Our photos will ensure your home "looks like a magazine" to maximize the number of appointments to tour your home in person.

WHAT

Sells

YOUR HOME?

Promotion

Promotion, or marketing, is critical to informing potential Buyers about your property. In the current market, the property must be promoted to the widest number of potential buyers and that means aggressively using print and online marketing, particularly social media.

Let's take a closer look...

Pricing

Factors to Consider

01

THE MARKET

Your local area's current housing market conditions will play a large factor in helping determine the best list price for your home.

02

THE COMPETITION

We will look at other homes on the market to help determine how your home will compare to other listings in your area.

03

YOUR TIMELINE

We will determine your urgency and flexibility for selling your home to set the best listing price and expectations to help you meet your goals.

Experience has proven that pricing your home over market value to leave room for negotiation will dramatically decrease the number of buyers who view your home.

Instead of trying to "win" the negotiation with one buyer, consider pricing your home to maximize demand. In doing so, you increase the number of buyers who will want to view and ultimately purchase your home.

PREPARE AND

Present

YOUR HOME
to Impress Buyers

When selling your home, you want it to look its absolute best for the potential buyers who walk through the door. I will provide you with a detailed plan including improvements to maximize your return on investment. I will also utilize Home Staging.

Home staging is a method of decorating meant to highlight your home's most impressive assets and help buyers imagine themselves moving in and living there.



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
- capture more images and ultimately, sell faster

**data according to PhotoUp*

PRE-LISTING Checklist

BEDROOM

- ☐ Nightstands should be dusted and organized
- ☐ Declutter and organize closets
- ☐ Arrange the furnishings to make it look larger
- ☐ Clean shades and curtains
- ☐ Create empty space in closets

LAUNDRY ROOM

- ☐ Put all clothing away
- ☐ Organize shelves
- ☐ Wipe down washer and dryer
- ☐ Clean all surfaces

KITCHEN

- ☐ Minimize items on the counter
- ☐ Remove magnets from the refrigerator
- ☐ Wash all cabinet fronts
- ☐ Organize to create space
- ☐ Hide trash can in a closet
- ☐ Ensure all appliances are working
- ☐ Deep clean refrigerator and stove

BATHROOM

- ☐ The shower curtain should be cleaned or replaced.
- ☐ Remove rust and mildew stains
- ☐ Worn rugs and towels should be replaced
- ☐ Check the exhaust fan
- ☐ Ensure the toilet operates properly
- ☐ Ensure the sink/tub/shower drain well
- ☐ Deep clean shower doors
- ☐ Clean soap residue from shower/tub
- ☐ Check the water pressure at all fixtures

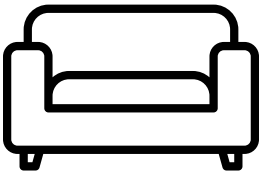
GARAGE

- ☐ Sweep the garage floor
- ☐ Ensure access to utilities and electrical panel
- ☐ Cover exposed wiring
- ☐ Organize items in bins on shelves
- ☐ Organize to create floor space
- ☐ Ensure the garage door is working

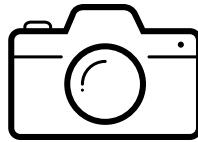
Our Proven

Marketing Strategy

DESIGNED TO ATTRACT BUYERS TO YOU



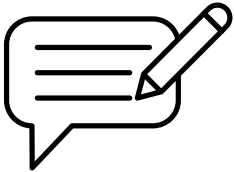
*Provide staging advice
and contractors to prep
your home to look its
best*



*Use high resolution,
professional quality
photography and video*



*Create professional
print and electronic
materials highlighting
all of your home's
features*



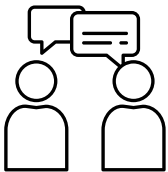
*Compose informative
and engaging MLS
property description*



*Hold an Open House
the first weekend the
property is active on
the market*



*Syndicate your listing
to hundreds of home
site sales*



*Promote you listing to
my network of agents*



*Create targeted social
media advertising*



*Immediate follow up
with agents to gather
feedback*

MOVING Checklist

2 MONTHS OUT

- ☐ Sort cabinets, closets and drawers
- ☐ Go through bathroom items and throw away all expired items
- ☐ Donate any unwanted items to charity
- ☐ Reserve a moving company, truck or portable container
- ☐ Take pictures around your home so you know where things go

1 MONTH OUT

- ☐ Purchase boxes tape and other moving necessities
- ☐ Contact current services to note address change
- ☐ Contact services in a new area to set up
- ☐ Start packing items that aren't frequently used - be sure to label

2 WEEKS OUT

- ☐ Complete any necessary repairs
- ☐ Create an inventory of boxes and items
- ☐ Contact your postal office for a change of address

1 WEEK OUT

- ☐ Pack all remaining items that you won't need right away
- ☐ Deep clean appliances including refrigerator/freezer, microwave, stove and oven
- ☐ Pack a bag with a few days worth of clothes and toiletries for each person in the family
- ☐ Arrange for childcare/petcare during the moving day
- ☐ Prepare for the transfer of mail and utilities

MOVING DAY

- ☐ Look through all closets, cabinets and dishwashers to make sure you didn't leave anything behind
- ☐ Inform the movers of any special instructions
- ☐ Pay the movers
- ☐ Do a final walk-through of each room to ensure nothing is forgotten