



Guide

TO

SELL
YOUR
HOME



With

JORDAN

BRESSEALE
(Bruh-Zil)

On the Islands

Selling your house can be daunting and feel overwhelming. Your home is where you created memories, shared moments and feel most comfortable.

Making the decision to sell and start a new chapter in life is a big deal that may make you feel apprehensive.

No, Fear! We are here to help through the entire process. With the right preparation and mindset, the process can be smooth and successful. This booklet will lay out the process, what to expect, to-do list for both you, the seller, and me, the agent.



When it comes to buying or selling real estate having the right team on your side is a game changer.

Having RE/MAX Southern Coast on your side means a member of our team will be available to show your home to a prospective buyer at a moment's notice even when I may not be available. It means your home is top of mind with the buyers that any of the team members are working with. RE/MAX equals decades of real estate and marketing experience. It means a worldwide network of agents and clients that will be exposed to your listing.

When it comes time to take your largest asset to market, it's vital to have the right people and resources focused on the specific marketing strategy that will get your home sold at the highest price in the shortest amount of time.

A home is more than a physical space. Each home has a story, we tell yours!

I'm ready to get the job done! Let's go!

Jordan

jordanontheislands.com



The SELLING PROCESS

1

PRE-LISTING

- Listing Consultation
- CMA - Pricing House
- Establish Marketing Strategy
- Prepare Home For Photos
- Staging if necessary
- Pre-Listing Inspection
- Professional Photography
- Videography
- Write Home Description
- List Home For Sale on MLS
- Launch Marketing Strategy

2

ACTIVE

- Open House Weekend
- Showings
- Marketing / Networking
- Seller updated throughout
- Offer Presentations

3

PENDING

- Under Contract
- Due Diligence - Inspections + Appraisal
- Repair Request
- Final Walkthrough

4

CLOSED

- Closing time: Sign, leave me your keys and start your next chapter! Congratulations!

OFFER PRESENTATION

Any time we receive an offer or offers, I will present it/them to you. We will review them together. If under multiple offers, we will compare them side by side and decide which one to accept or counteroffer.

If under a Multiple offer situation, we'll review them all at once together. This strategy is ideal but it does not always work out this way. If we are in this situation you will have the option to ask for highest and best by a certain time, then we can review side by side. QUICK TIP: Highest Price may not always be the best choice!

UNDER CONTRACT

After you accept and sign an offer you will officially be under contract. I will list the property as pending. The buyers will have the due diligence period to perform inspections and get an appraisal.



HOME INSPECTIONS

The immediate step after we accept an offer is for Buyer to schedule a home inspection. The buyer will have a certain number of days to complete this inspection after the offer has been accepted (per contract).

The Buyer's home inspection report will address all items considered defective that may require fixing prior to closing. They may ask for some or all of the items to be addressed or may ask for funds to cover fixing the items. These items are negotiable and I will be with you to go over the options.

*We can get a pre-listing home inspection. This allows you to be ahead of the game. We can provide this to the buyer, make repairs and/or provide a credit for these repairs. This helps you stand out in the crowd and allows for a smooth transaction.

APPRAISAL

An appraisal, is an estimate of the fair value of your property. It not only justifies the lender's investment, but also protects the buyer from overpaying for the property. Buyer's lender typically hires an appraiser. Appraisal fee is covered by the buyer at the closing. As long as we're priced appropriately, this shouldn't affect us in any way.



The PRELISTING LIST

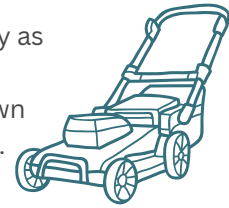
Kitchen



- Clear off all counters:
- Remove personal accessories
- Tidy pantry
- Clear off refrigerator

Yard

- Tidy all toys, pack away as many as you can
- Trim bushes & mow lawn
- Rake gravel, mulch etc. into its place



Common Areas

- Remove some personal accessories
- Declutter, including furniture, if needed

Entrance

- Sweep front porch + add new welcome mat
- Plant potted flowers
- Trim & mow regularly
- Pressure Wash if needed



Bedrooms

- Remove 30% of items in closets
- Remove some personal accessories
- Replace bright bedding with neutral tones if possible



Throughout

- Wipe down all blinds
- Touch up drywall & paint
- Buyers look in closets too!!



Bathrooms



- Clear off all counters:
- Remove personal accessories
- Tidy storage

- Curb Appeal
- Clear off flat surfaces
- Replace burnt out light bulbs & dust
- Declutter - put away papers, mic.
- Depersonalize
- Neutralize
- Make Repairs
- Clean
- Stage

Seller Mistakes

AVOID THESE MISTAKES WHEN SELLING YOUR HOME

GETTING EMOTIONAL

Think it's impossible? It's actually not. Once you decide to sell your home, start thinking of yourself as a businessperson and salesperson rather than just the homeowner. In fact, forget that you're the homeowner altogether. By looking at the transaction from a purely financial perspective, you'll distance yourself from the emotional aspects of selling the property.

SETTING AN UNREALISTIC PRICE

Setting the right asking price is key. Remember the comparable market analysis your agent did when you bought your home to determine a fair offering price? Buyers will do this for your home, too. As a seller, you should always be one step ahead. You may think your home is worth more, but remember to set a realistic price based on comparable homes in the area. Overpriced homes generally don't sell.

LACK OF PREPARATION

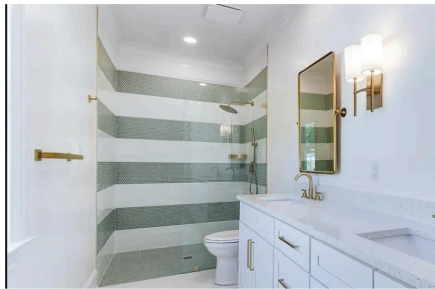
Sellers who do not clean and stage their homes throw money down the drain. Don't worry if you can't afford to hire a professional. There are many things you can do on your own. Failing to do these things will reduce your sale price and may also prevent you from getting a sale at all. For example, if you haven't addressed minor issues such as broken doorknob, a potential buyer may wonder whether the house has larger, costlier issues that haven't been addressed. Have a friend or agent, someone with a fresh pair of eyes, point out areas of your home that need work. Because of your familiarity with the home, you may be immune to its trouble spots. Decluttering, cleaning thoroughly, putting a fresh coat of paint on the walls, and getting rid of any odors will help you make a good impression on buyers.

HIDING MAJOR PROBLEMS

Any problem will be uncovered during the buyer's inspection. You can fix the problem ahead of time or price the property below market value to account for it. Alternatively, you can list the property at a fair market price and offer the buyer a credit to fix the problem. Remember: If you don't fix the problem in advance, you may eliminate a fair number of buyers who want a turnkey home. Having your home inspected before listing is a good idea if you want to avoid costly surprises once the home is under contract.



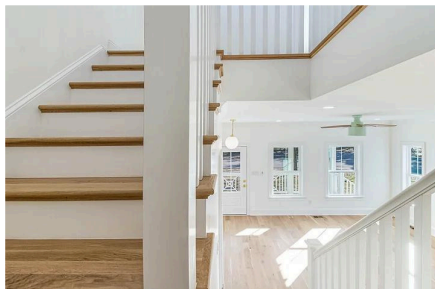
97 % of all buyers use the internet to search for their homes.



Professional Photos & Videography

You never get to make a first impression twice!

That first impression can be the difference between selling your house and having it sit on the market for months.



When it comes to real estate photography & video the first impression is not just about the home - it is about the feeling and the buyers initial perception of how they would feel living in the home.

Going to the Market

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video.

Plan to be gone during this process.

The photos and video will then be edited and used to build the following marketing materials.

One study by the Wall Street Journal found that listing with professional photography got 61% more views than those without.

The MARKETING PROCESS

Print + Online + Networking

1 Signage / Flyers

- Placing a sign in the front yard of your home can boost traffic! Buyers love physical brochures of properties with attractive photos of the home and the key features. We will have a flyer box full
- along with a QR code to the home story.

2 Networking

- Along with our team we invest a lot of time meeting and networking with fellow real estate professionals to connect with individuals that may know of a buyer interested in your home.

3 Mailers

- I send out a pretty postcard to let all the neighbors know about your
- home and let them know about the opening
- weekend open houses!

4 Social

- They see a reel pop up, then a video tour talking about
- the same house. Then an ad... finally, buyers are
- clicking on your home story link!
- We place ads strategically in front of an audience
- suited for your home!

2 Open House

- The postcard, the ad, the reel all invite them to the
- Open House so they can see what the house offers in real life!
- We will have an kick off weekend
- with Open Houses:
- A debut Open House on Thursday evening for the neighbors
- Open House for the public on Saturday

Home Story

We Let the home tell the story. Each home is unique and we highlight the best of your home and create a story around it. This helps buyers see how they could live in the home and STANDS OUT among other homes.

STANDOUT FEATURES

- Stunning 6" prefinished white oak floors
- White shaker cabinets
- Bright glass tile backsplash
- Crown molding
- Plenty of natural light from many windows
- Main level primary bedroom ensuite with custom tile shower
- Colorful wallpaper accents
- 9' ceilings main floor, 9' ceilings second floor
- Sealed crawlspace with dehumidifier
- Tankless electric water heater
- Ceilings fans in all bedrooms and living room
- Recessed can lights throughout
- Wood closet shelving throughout the home
- Stacked washer and dryer



TO DO SUMMARY:

Agent

Schedule Subs / Pre-Listing

- Contractors, if needed
- Pre-listing inspection
- Professional Photographer
- Tidy / Clean Up
- Staging

Photo & Video

- Content on shoot day
- Photos of entire home
- Film walk through tour
- Use photos to create: postcards, Mailers, Flyer, MLS slides and social ads

Home Story

- Create home story
- Post to blog, Social & Make Video

Going Live

- Send neighborhood invitation to social (typically on THR)
- Sign in yard
- Flyer Box with QR Code to Homestory
- List on MLS
- Postcards
- Reach out to team & Network (buyer / seller matching)

Open House

- GO LIVE - Thursday
- Kick Off Weekend

Social

Create all social pieces, initial post & run ads:

- Long form video(s)
- 3-4 Reels
- Carousel Post

Our team will work together to keep your listing in front of buyers!

Continued Social Marketing throughout to stay in front of buyers!

Keeping top of mind (Marketing)

- Update Marketing / Follow Plan
- Broker Opens, Neighborhood etc.

Teamwork makes the dream work

We will work together as a team to get your home sold! Communication is key here. We will set clear expectations of what we need to do to get you to your goal.

SHOWING READY

15 Minute Tidy

Prioritize and
move quickly!
Big Impact items
first!

- Make Beds, fluff & fold pillows and throws.
- Clean dishes out of sink, wipe counter
- Pick up anything out of place
(Pro Tip: throw it all in a laundry basket and put that bad boy in your car!)
- Bathroom: clear off counter, wipe down: (mirrors, counters, shower/tub, toilet)
- CLOSE THE TOILET LIDS
- Put things on counter in laundry basket
- Empty Trash
- Bonus: Throw your towels in the washer and start it! This will help your house smell nice!
- Grab your laundry basket, pet and go for a ride!
- Turn on all the lights & fans off
- put cleaning items away

BIG IMPACT AREAS:

1. Bathrooms
2. Kitchen
3. Bedrooms
4. Smells!

Jordan

When it comes to buying or selling real estate having the right team on your side is a game changer.

Jennifer Cagle
1 review

★★★★★ a month ago

We cannot say enough about Jordan. She went above and beyond and made our home buying process so easy. Her connections and knowledge of our location put us in touch with the right people to get all of our questions answered and inspections/work completed. 10/10, would use again!

Mya Blakeley
points

★★★★★ a month ago

We feel so lucky to have found Jordan! She went above and beyond to help us find our perfect beach house! And once we found it she continued to amaze us! She even worked with the builder to complete our punch list! We have worked with lots of realtors in the past but she is one of a kind. Her attention to every detail was refreshing! We loved our experience with Jordan and would highly recommend her!

Bill Lester
32 points

★★★★★ a month ago

Jordan provides the absolute best experience anyone can ask for as she guided us thru the purchase of our home at OKI. She guided us every step of the way and remains a valuable resource. She has a passion for what she does and her passion for the community is real and always on display. Choosing Jordan for your property needs will be the best decision you can make!! BGL

Love ♡♡

I specialize in more of the experience I offer my buyers and sellers



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