

# Dear Homeowner

I noticed your home is no longer listed for sale. I would like to introduce myself, Jordan Breasseale with RE/MAX Southern Coast. We work as a team to offer clients a different, unique approach to getting your home sold.

As REALTORS® dedicated to serving our community, we know that there can be many reasons why a listing expires without achieving the results that you had hoped for. Our goal is to make sure that doesn't happen. We are specialize in Brunswick County and we are certain that we can work together to sell you home successfully.

We would like to discuss an aggressive marketing strategy that includes savvy online marketing, networking and video promotion.

We have included our sellers guide, seller questionnaire and an example of our seller workbook which we would use together to create a personalized plan to get your home sold!

We believe that the best way to sell your home is through a multi-pronged approach. One of those strategies is to harness the power of video, online marketing and networking.

We would love to discuss a personalized plan to get your home sold!

Please contact us at 910-712-4747 so that we can create a plan that will work for you. Selling your home is one of the most important financial decisions and you need a REALTOR® that is motivated to produce the results you want.

Jordan Breasseale



**RE/MAX**  
SOUTHERN COAST

**RE/MAX Southern Coast**  
**910-712-4747**

**jordan@jordanontheislands.com**  
**www.jordanontheislands.com**

COMMON

# *reasons why a home* DID NOT SELL

If you have had your home on the market for several months and haven't seen much activity or offers. Chances are that one or more of these reasons are to blame.

## **NOT PRICED CORRECTLY**

In rare cases, a home may actually be priced too low. When this happens, buyer and their Realtors may believe there is a problem with the home and simply not look at it. More often, the property is priced too high. The bottom line is that even if your home is priced right, it may not be in that super hot price range. Those sellers need to exercise a little more patience or creativity with marketing!

## **MARKETING STRATEGY**

The best listing agents all use an aggressive marketing plan to market their listings. If your listing agent isn't making sure that your home can be easily found on the internet, isn't actively networking the listing to other agents, and isn't running paper and online ads, then it might be time to change agents.

## **YOUR HOMES CONDITION**

Your home has to compete against other similar homes for sale, as well as compete against shiny brand-new homes. The more you can do to make your home look appealing to a buyer, the better chance for a quick sale. Look at your home through a buyers perspective - look with critical eye.

*Fixes*

## **TO GET YOUR HOUSE SOLD!**

### **STAGING YOUR HOME**

While you may not see the initial value in staging your home, it is very important to create a space where buyers are not distracted and can emotionally connect with your home. We can provide and or assist with a simple list to create this space.

### **STRATEGIC PRICING**

Pricing your home does involve quite a bit of analysis and strategic thinking. When you combine an approach that uses comps, the real estate pricing pyramid and line price filters you can arrive at a competitive price that works to attract buyers.

### **MARKETING YOUR HOME**

It is crucial that you have an agent that knows the importance of marketing in today's real estate market. We as a team would put a lot of time and money into marketing your home aggressively and effectively, and make sure to include all our listings on platform where buyers search for properties.



## Homeowner Quiz

Did you and your agent agree on a price that matched the competition?

**Yes or NO**

Did a professional photograph your property?

**Yes or NO**

Did you keep up with basic yard and curb appeal maintenance while your home was on the market?

**Yes or NO**

Was the action plan created by your agent executed as agreed upon?

**Yes or NO**

Did you price your home at a price suggested by your realtor based on comparable market analysis and local market statistics?

**Yes or NO**

Did you complete any and all maintenance and repairs suggested before listing?

**Yes or NO**



# Working as a Team

## OUR PLAN TO WORK AS A TEAM WITH YOU

You need an agent who is assertive, aggressive, knowledgeable and has your best interest at heart. You need an agent who is consistent and will follow up with potential buyers. You need an agent who can guide you through the entire process.

### How can you tell if you working with the right agent?

#### THEY KNOW YOUR AREA WELL

Good agents know and do research based on the area and neighborhood. They provide comps for pricing and market the area as a lifestyle and not just the home.

#### THEY ARE PUNCTUAL AND TIMELY

A good agent will make sure you feel at ease and stress-free with every step. Therefore, they will be punctual for every meeting and answer your questions in a timely manner. There should be no second guessing WTF your agent is doing.

#### THEY'RE PROACTIVE

they can recognize an issue before it arises and are ready to produce ways to solve it. Being innovative and creative.

#### THEY KEEP YOU INFORMED AND UPDATED

your agent should work as a team with you and stay in touch with you.

There's still hope after a listing expires, and you are absolutely not alone. Listing a home is not a one-size-fits-all approach and you need someone to tailor a strategy just for you.

We completely understand and emphasize that you may feel like giving up on selling your home. However, after reading through our seller guide, we hope that we will have demonstrated that selling your home is possible, with our professional guidance. We can work together to get your home sold for top dollar!

Please feel free to reach out with any questions you might have. We are certain we could help you! We look forward to hearing from you soon!



**JORDAN  
BRESSEALE** (Bruh-Zil)  
ON THE ISLANDS

[jordaontheislands.com](http://jordaontheislands.com)  
call/text 910-712-4747

Jordan

**RE/MAX**  
SOUTHERN COAST