

SELLING
YOUR

home



welcome

What's the difference between selling your home or failing to do so? The details! This is especially true if you are out of the state or out of the country. While the market can fluctuate daily, hundreds of homes are sold each week in our area.



Thank you for choosing to put your trust in me for the process of 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.

Kathryn Marshall, PA

407.674.0220 YOURAGENTKATHRYN@GMAIL.COM



Selling Your Home

01 BEFORE LISTING

- schedule an appointment
- discuss best strategy for selling
- formal listing presentation
- executed sales agreement
- property evaluation
- complete market analysis
- establish sales price

02 LISTED & 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
- open house scheduled

03 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 us!

EIGHT

STEPS TO SUCCESS

01
PHOTOGRAPHY

05
PRINT MARKETING

02
MARKET PREPARATION

06
RESPONSE TIME

03
ONLINE PLACEMENT

07
SOCIAL MEDIA

04
ACTIVE PHONE WORK

08
OPEN HOUSES

Online vs. PROS



Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! I 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.





02

Preparing to hit the market

I advise on decluttering, making repairs / alterations that will help you gain financially. Buyers also want to know you are serious about selling and are getting ready to move!

Potential buyers want to feel like they can easily fit all their belongings and be well-organized.

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





IMPORTANT AREAS

INTERIOR:



Clear all surface areas including tables, bookshelves & countertops of clutter



Remove all items around sinks and in showers/baths



every light fixture has working bulbs of the same color

Wash all windows and mirrors

Remove all pet-related items and food

Take personal items off the walls

All laundry is either put away or hidden

Take all trash out

Move all sensitive paperwork and medication to a secure area

IMPORTANT AREAS

EXTERIOR:



Mow both front and back of your lawn. Edge and blow away clippings.



Hide large trash cans



Pick up any pet "let behinds" in the yard

Wash all windows and clean screens

Touch up paint

Move any extra vehicles from the driveway

Display seasonal flowers and landscaping

Weed any flower beds

Clean front porch and secure any loose handrails

03 Online website distribution

Don't settle for just Zillow or Realtor.com

- ✓ Realtor.com - Enhanced Show Case
- ✓ Zillow.com - Video Tour
- ✓ Targeted Online Campaign
- ✓ Targeted Email Campaign
- ✓ Pinterest Board
- ✓ Google
- ✓ Social Media Posts
- ✓ Homefinder
- ✓ Homes.com
- ✓ Pro HomeSnap
- ✓ Single-Property Website





making the calls

Proactive Telephone Marketing- Fewer and fewer real estate agents are becoming skilled at the art of pro-active prospecting. A dirty little secret is that most agents fear rejection and that keeps them from picking up the phone and prospecting for their sellers. Agents like this rely on other agents working through the MLS to sell their listings for them.

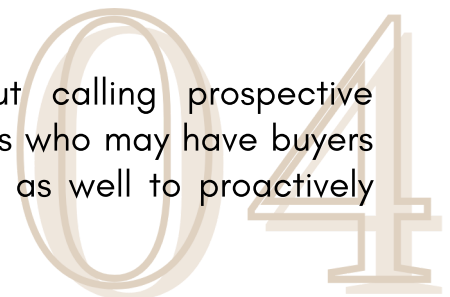
I am constantly working toward the rank of Master Salesperson and I receive constant coaching that helps me overcome self-limiting behaviors. What all of that really means is that I don't just sit back and passively wait for buyers for your listing to come to me, I fearlessly and proactively go find them. My goal is always to find the buyer for your home.

Award-winning actors go through comprehensive preparation for a role. Like an actor, I practice engaging our audience in a believable way. Practicing our scripts makes me more knowledgeable and prepared.

I approach each call with

- Confidence
- Preparation
- Enthusiasm

This is not just about calling prospective buyers. I contact agents who may have buyers interested in the home as well to proactively schedule showings.





Print Marketing

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet.

Here are our top 3 marketing pieces I create for my listings.

01

Custom Property Flyer



02

3-Part Custom Postcard Campaign



03

Custom Door Hangers for canvassing the neighborhood





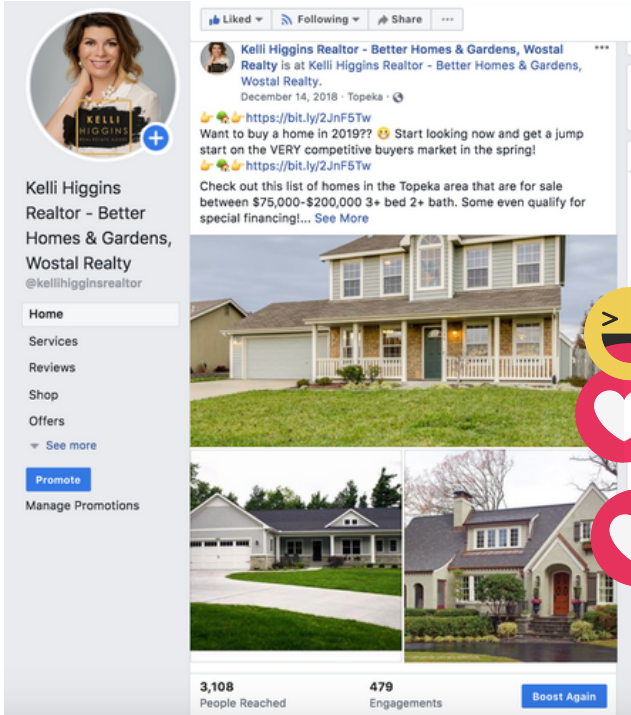
FOLLOW-UP

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

I am building a team to allow for better, faster follow-up.

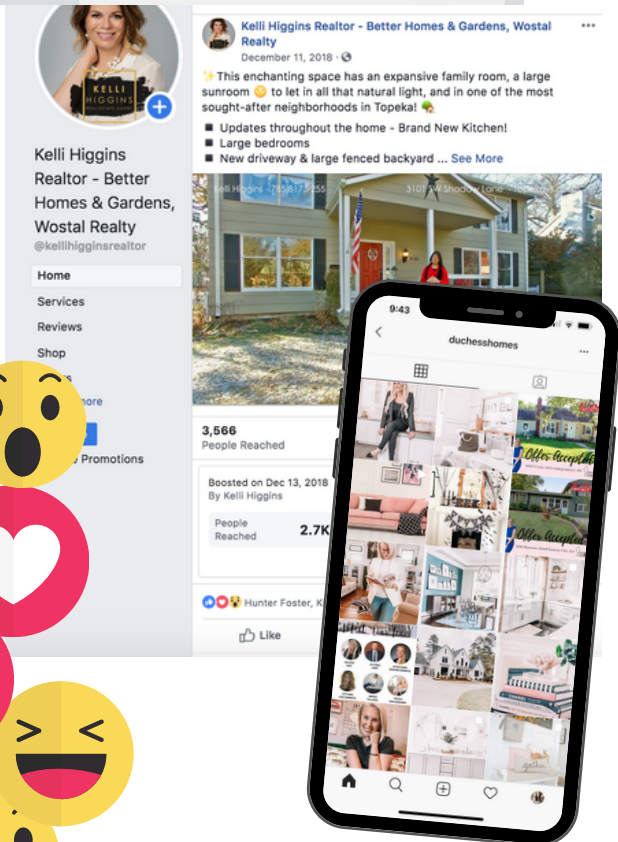
006

07 Social Media Strategy



2020 Social Media Stats

- An average user spent 2 hours and 24 minutes per day on social media in 2020.
- 50.1% of the time spent on mobile was done using social media apps in 2020.
- Facebook was the most popular, costing people an average of 2 hours and 24 minutes each day.
- YouTube took an average of 40 minutes per day.
- Users spent an average of 30 minutes per day on Snapchat in 2020.
- Instagram users spent an average of 28 minutes on the platform daily in 2020.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.



I train constantly on the ever changing algorithms of the different social media platforms. I have a dedicated coach and weekly coaching sessions to stay up to date on the latest social media trends.



facebook. Ads

Open Houses

I LOVE showcasing your home with an open house.

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



HOW I PREPARE:

- 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

why you should hire

ME

Communication

Communication is the key to positive relationships. To that end, I have a multi-faceted communication program with our Seller which HOLDS ME ACCOUNTABLE to what I tell you I am going to do. All Sellers in the Custom Listing and Service Plan receive at least weekly updates on marketing, showing activity and feedback on their property via email.

Market Preparation

Common feedback buyers give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. I help to make sure this doesn't happen to you by utilizing my resources and trusted partners to complete any task deemed necessary.

Innovative and Creative Marketing

I am consistently sharpening my marketing sword by taking the latest and greatest marketing courses and attending seminars. These seminars and conventions expose me to a greater selection of marketing tools and ideas.

Target Marketing

I have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google). By doing this, your home is seen and shown more.

My Promise to You



1

I promise to tell you the truth about your property.

2

I promise to respect your confidences.

3

I promise to give you good advice.

4

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

5

I promise to follow through and follow up.

KATHRYN MARSHALL

client compliments



My wife and I are from New Brunswick Canada and listed our property with Kathryn Marshall then went back home relying on her to look after every aspect of the sale. She did that and so much more. There were numerous complications such as repairs needing done due to inspection reports. She sought out contractors and arranged for work to be done and also helped the buyers with whatever they needed even though they weren't her clients. As far as I am concerned Kathryn had gone way beyond the call of her duties and made this sale happen and our lives a lot easier. I doubt you would find too many other agents that would put the extra time and effort into selling your property that she will. I would highly recommend her.



Kathryn Marshall is great realtor, very knowable of her trade, hardworking and an outstanding professional. She really went above and beyond to sold our home and to facilitate the whole process. We appreciate all the extra effort she put on to fix some issues related to the home inspection that we could not do because we were out of state. We have no hesitation to recommend her to any homeowner looking for a reliable and a result oriented realtor. Great job. Thank so much Kathryn!



thank you

Kathryn Marshall, PA

407.674.0220. YOURAGENTKATHRYN@GMAIL.COM

