

# YOUR HOME SELLING GUIDE

An overview of the Journey you are about  
to begin to sell your Home!

Presented by  
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# YOUR TOUR GUIDE



I have been in the business of serving people for over 20 years, therefore ensuring my clients feel they are listened to and important is paramount in my service model. I use these skills to help my clients find not just a house, but a home, as well as assist them in navigating the many steps involved in that process. My focus is building long-lasting relationships with my clients and providing the best experience throughout their home journey.

  
**CHRISTINA**  
*foster*  
*real estate agent*

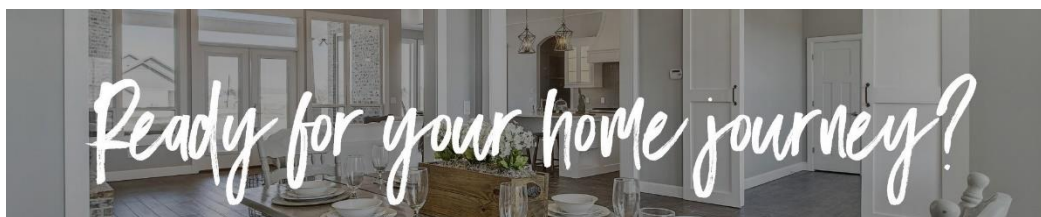
# THE JOURNEY

As we navigate this journey to sell your Home, there will be many different forks in the road. My job is to help you navigate through these many passages to make this voyage much less stressful and much more enjoyable.



## Main Objectives for the Journey

- The Real Estate Market
- The Buyers
- My Marketing Efforts
- My Communication Plan



# THE MARKET

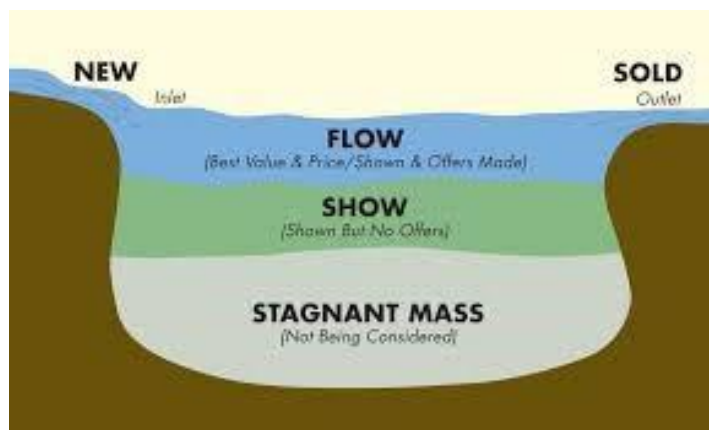
The Real Estate Market is a lot like a pond. In a pond there are many different layers of water, some of the water is flowing on top, some is sitting below the surface barely moving, and some is down deep where there's no movement. Real Estate markets are very similar to this.

Some homes come on the market and sell very fast, we say these are in the **FLOW** (they come on, buyers see them and make offers).

Other homes come on the market and although people are viewing them, there are no offers being presented, we say these are in the **SHOW** (the home is never quite good enough to get offers but helps to sell other homes).

Finally, there are some homes that come on the market and simply sit, no showings, no offers, no traffic. These homes fall into what we call the **STAGNANT MASS**.

Our objective in this journey is to get your home into the **FLOW** of the Real Estate Market.



# THE MARKETING PLAN

## The Goal:

1. To help you get your property sold.
2. To help put you in the strongest negotiating position possible.
3. To help you get where you want to go on time.
4. To make it easier for you and reduce surprises.

## Options to help you reach these Goals:

- Pre-Title Commitment - I will order (at my cost) a pre-title commitment to reduce your risk of any surprises.
- Pre-Inspection - We can have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and make your transaction smoother.
- Staging - I will assist you with preparing your home for sale.
- Pricing - I will assist you with pricing your home based on our Dynamic Pricing System. This will help you to set the best price on your home so that it will sell within your time frame.
- RE/MAX's Marketing System - I will enter your home into my company's marketing and information system.
- Professional Photography - I will have a professional photographer take photos of your home.
- Flyer - I will have a full color flyer prepared based on the professional photos that we have taken.
- Flyer Box - I will use a flyer box. I will provide you with extra flyers to make sure it is always full for potential buyers.
- Lock Box - I will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.
- Multiple Listing Service (MLS) - I will enter your home into the MLS, giving your home exposure to 4,500 Realtors in the greater Charleston area.
- Internet - I will submit your home to some of the most trafficked Internet sites.
- Mail to neighbors - I will mail a color postcard to 50 neighbors closest to your home.
- Counter Display - I may prepare an informational notebook containing most things a buyer will want to know-school information, utilities, homeowner's association, pre-inspection information, etc.
- Buyer/Realtor Survey - As part of our showing system, I will have a survey for Realtors to fill out and give feedback on the showing of your home. I will share this information with you so that we are aware of how your home is viewed through other's eyes.
- Open Houses - I may hold your home open, with your permission.
- Marketing Activity Report and Weekly Contact - I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have as well as to update you on how the process is going once we have a contract in place.

# THE MARKETING PLAN

## Marketing Action Plan

After completing and signing the Listing Agreement, these are some of the steps that I will provide as part of the marketing of your home:

### First Week

- Expectation Meeting
- Have professional photos taken of home
- Review showing procedures
- Install Lockbox
- Enter home into MLS
- Put "For Sale" sign in front of home
- Prepare property flyer or brochure
- Share listing with leading real estate websites

### Second Week

- Invite brokers and agents to tour home
- Begin agent to agent marketing efforts
- Hold Open House
- Weekly communication

### Third Week

- Follow up with all showings and compile feedback
- Hold Open House
- Weekly communication

### Ongoing Activities

- Show property to potential buyers
- Follow up on Internet Leads
- Monitor Market Conditions
- Monitor comparable properties for sale
- Stay in constant communication about the sale of your home

# THE COMMUNICATION PLAN

## Keeping You Informed

### Market Activity Report

- All Marketing Activity
- All showings and feedback
- All Internet activity
- This will be sent out via email every other Friday

### Weekly Contact

- I will call every week on Fridays to discuss the events of the week
- Our communication can be email or text if that's easier, but I do prefer to talk via the phone or in person at least every other week
- You can call me anytime you have questions or concerns



# JOURNEY TO CLOSING

Once you accept an offer, we will begin the voyage to completing the sale. There will be lots of things to do and deadlines to meet in this time, but I will be right by your side to help navigate your passage!

Accepted Offer



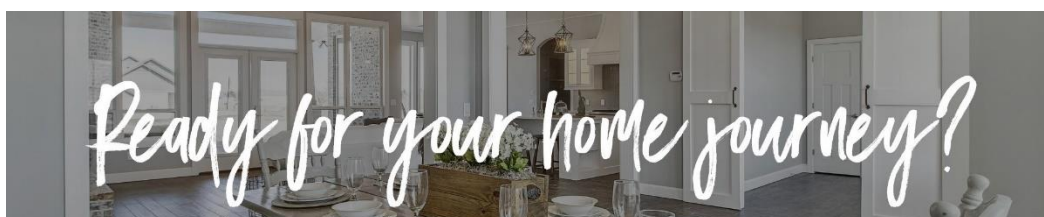
Home Inspection

The buyer will hire someone to inspect your home for any major defect flaws. Once the inspection is complete, they will submit a list of items they would like for you to repair. This begins our second round of negotiations. You have the option to accept or decline repairing anything submitted that is not a major system defect. I will work with you directly on this step.



The CL-100

This is a report that will show if the home has any wood infestation. We will need to order this report no later than 15 days prior to our closing date as it is only valid for 30 days. We want to make sure we order it early enough to address any issues that arise in the allotted time.





# CONGRATULATIONS



Now, let's get your home sold!! I am looking forward to working with you!

