

the  
freeman  
team kc



## Seller's Guide

**HOME SMART**<sup>®</sup>  
L E G A C Y

**Thanks for choosing The Freeman Team to help sell your home! Below you'll find a guide to help map out our path to SOLD!**

### **Step 1 - Pre-Listing Consultation**

During our initial Pre-Listing Consultation we will:  
Tour your home to discover the most marketable features.

Review your needs, goals and any concerns you may have.

Discuss current market conditions and how they may affect you.

Answer any questions you have about choosing RESIDE to represent you in the sale of your home.  
Introduce our Marketing Plan.

### **Step 2 - Marketing Plan**

Our Marketing Plan is tailored to your home and your needs. It includes 4 components.

# 1. Pricing Strategy

**Market Analysis** - The first piece of the Pricing Strategy is a Market Analysis, which includes a comprehensive look at the recent comparable sales, and the current comparable competition for your home. Recent comparable sales give us an idea of how appraisers will view the value of your home. The current comparable competition gives us a look at your home through the Buyers' eyes.

**Motivation** - The second piece of the Pricing Strategy is to understand your motivation. Not all Sellers are similarly motivated, and it's important when creating a Pricing Strategy to know how you consider yourself as one of the following 3 Categories:

**Ready:** Need it gone fast. (Sellers in transition.)

**Reasonable:** Would like it to sell reasonably fast for as much as possible. (Most Sellers fit this criteria.)

**Reaching:** Don't really have to sell, but wouldn't mind seeing what it might bring. (Sellers that are more curious than anything.)

**Match** - The final piece of the Pricing Strategy is to see how your Motivation matches with the Market Analysis for your home. If all systems are go, we move on to...

**2. Show Ready** - Prepare your home for showings. As part of a pre-listing discussion, your home should be toured, and potential pitfalls should be pointed out. This is the nitty-gritty work that makes a ton of difference when Buyers are touring your home. A pre-listing discussion should include (but not limited to) the following topics:  
Decluttering, Curb Appeal, Staging,  
Pre-Inspection Repairs

**3. Marketing Plan/Web Presence** - Professional Photography - Almost ALL home Buyers now use the internet to shop for their next home, and the web is most likely the first place they'll see your home. It needs to shine with professional photography!

We also offer:

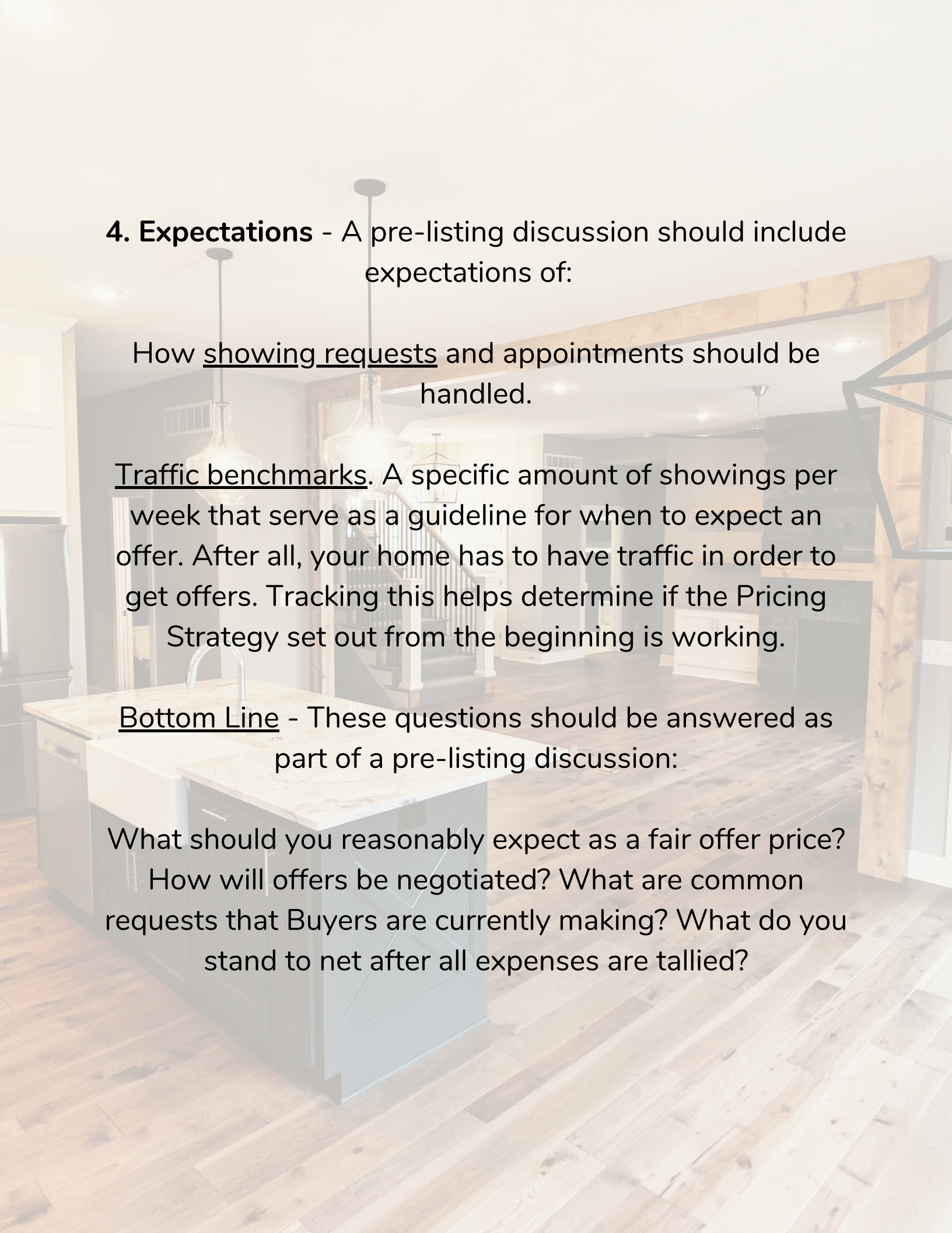
Drone Footage, Video Tours, 360 Tours

Internet - A market ready home will utilize the MLS making it available to thousands of agents in the KC area.

On top of that, your home should be featured on powerhouse sites like **Zillow**, Trulia, Realtor.com and the like. Just as importantly, a successful marketing plan should take advantage of the exponential power of **social media**. Opens - Another tool is to advertise an Open House for the public, and/or an Agent Tour/Luncheon.

Signage - Including directionals.

**Your home should NEVER fail to sell due to a poor marketing plan/web presence!**



**4. Expectations** - A pre-listing discussion should include expectations of:

How showing requests and appointments should be handled.

Traffic benchmarks. A specific amount of showings per week that serve as a guideline for when to expect an offer. After all, your home has to have traffic in order to get offers. Tracking this helps determine if the Pricing Strategy set out from the beginning is working.

Bottom Line - These questions should be answered as part of a pre-listing discussion:

What should you reasonably expect as a fair offer price?  
How will offers be negotiated? What are common requests that Buyers are currently making? What do you stand to net after all expenses are tallied?

# Seller Market Response Guide

Market Response	Days On Market	# of Showings per 21 days	# of Showings per week	Seller Response
Heavy Traffic	21	10 or more	3 or more a week	Sit Tight and hope for an acceptable offer.
Sporadic Traffic	21	5 to 10	1 to 2 a week	Minor Reposition (\$5,000 or more) to see if showings increase.
Slow or No Traffic	21	Less than 5	1 or fewer a week	Strategically reposition to the next price range to attract a new group of Buyers and double exposure.



**Thanks for considering The  
Freeman Team!**

**Please let us know if we haven't  
addressed any of your concerns  
just yet, so we may do so.**

**We'd love to be a part of your  
success story!**

