

THE SELLING

Process

Home Seller's ROADMAP

Selling a home is a complicated process,
but you will be guided every step of the way.



OFFERS

and Negotiations

When a buyer is found for your home, their agent will submit an offer to purchase. Your agent will help you understand the details of the offer before you decide how to respond.

Many things, in addition to offer price, can be negotiated, and your agent can help you know about your choices. These items can include closing date, amount of earnest money, repairs, closing costs, and contingencies.

When an offer is accepted, your agent will see to it that all signatures are collected and a binding agreement is established.





Ten ways to
MARKET YOUR HOME

- 01 AGENT-TO-AGENT
- 02 MLS EXPOSURE
- 03 YARD SIGN
- 04 PHOTOS AND VIDEOS
- 05 WEBSITES
- 06 SOCIAL MEDIA
- 07 EMAIL MARKETING
- 08 PRINT ADVERTISING
- 09 VIRTUAL TOUR
- 10 BROCHURES/FLYERS

DEDICATED

Media Department

BENEFITS OF A COMPANY WITH A FULL-TIME MARKETING STAFF

You are hiring us to market your property for sale. Wallace Real Estate has its own dedicated Media Department to assist your agent. Marketing is a critical component to selling a home for the most amount of money in the least amount of time.

Having a qualified team of artists and advertising professionals leaves your agent free to show your property, follow up with buyers, and plan for additional promotional opportunities.



- Email Marketing
- Listing Website
- Digital Ads
- Postcard Mailings
- Social Media Campaigns
- Photography
- Videography
- Print Materials

ONLINE Exposure

96% of home buyers use the internet to search for a home. Wallace Real Estate syndicates your listing to more than 80 websites including:

- Zillow.com
- Realtor.com
- Homes.com
- Trulia.com



ADDITIONAL COVERAGE

- Your listing will receive its own, dedicated website/virtual tour
- Inclusion on www.wallacetr.com
- Available on every Wallace Real Estate agent's individual websites
- Included on the websites of other independent and franchised real estate firms across the country
- Promoted on social media with a link to the property site
- Websites allow potential buyers the opportunity to connect directly with your agent with questions

TRADITIONAL *Marketing*

A full marketing plan includes a strong online presence, but to be thorough and to reach consumers in other ways, traditional marketing is required. These methods include:

- **EMAIL MARKETING:** property announcements that reach targeted email recipients and other agents with potential buyers
- **PROPERTY BROCHURES:** showcasing your home's unique selling points
- **FLYERS:** announcing homes that are new to the market
- **DIRECT MAIL MARKETING:** a way to directly connect with buyers
- **PUBLIC OPEN HOUSES:** allowing buyers an in-person experience
- **BROKER OPEN HOUSES:** connecting with other agents working with hundreds of buyers
- **YARD SIGN:** one of the most visible ways to let consumers know your home is available for sale

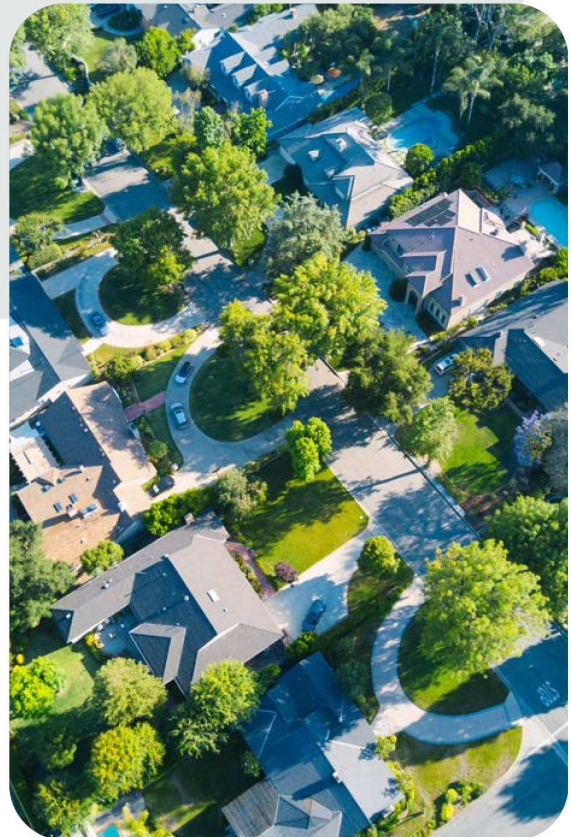


MARKET *Valuation*

Your property has many values, depending on who you ask. From the tax assessor, to the lender and the insurance company, each may assess a value based on different variables.

HOW VALUE IS DETERMINED

- Location
- Physical Condition
- Age of Property
- Size of the House/Lot
- Floor Plan Appeal
- Architectural Style



MARKET CONDITIONS

- Interest rates and availability of financing
- Buyer demand
- Prices of recently sold properties
- State of the economy
- Seasonal demand
- The number of similar properties currently for sale
- Prices, financing terms, location and physical condition of competing properties

HOME *Staging*

Consider the arrangement of your furnishings, and determine if they should be rearranged to best showcase your home's space.



KITCHEN & BATH

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Update shower curtain

ROOMS

- Touch-up or repaint walls, trim, ceilings
- Clean or replace carpet
- Clean curtains, shutters and blinds
- Clean fireplace and mantle



BEFORE EACH SHOWING






- Pick up toys and clutter
- Clear off counters and tabletops
- Take out trash
- Turn on lights
- Secure pets

FULL *Service*

From working with you to prepare your home to sell, implementing a strategic marketing plan, assisting in the negotiations, and getting you to closing, your Wallace Real Estate professional has all the tools and support you need for a successful transaction.

- Moving Logistics Services
- Title Services
- Warranty Services
- Insurance Services
- Mortgage Services
- Commercial Services
- Property Management Services



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ADDRESS

I'm not your typical Real Estate Agent. Now a Realtor with Wallace Real Estate, I was previously a technical writer. I left to raise children and then later reinvented myself as a social media consultant specializing in healthcare.

I'm originally from Ohio, and have a experience moving due to my father being an itinerant pastor and my husband being a physician executive. I've lived in several states and have built or bought many homes in my lifetime. My husband and I settled in the Knoxville area in 2008 and we never plan to leave. We enjoy the beautiful mountains and friendly people who live here.

My diverse background in digital marketing, healthcare communications, and executive relocation gives me a unique advantage. Having experienced challenges each time I relocated, I not only bring a wealth of knowledge on how to buy and sell, but I think outside the box to solve problems.

I'm a Certified Luxury Home Marketing Specialist™ and understand the nuances of marketing such homes, but I'm just as excited to work with first time home buyers. I ensure every closing is professional. I take innovative approaches to meeting your real estate needs and advocate for you from negotiation to closing... and beyond.