

HOME SALE STRATEGY

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A Plan for Success



- What To Expect
- Marketing Plan
- Detailed Pricing Comparison
- Mutual Decision

My Background

Tawanna Kelley

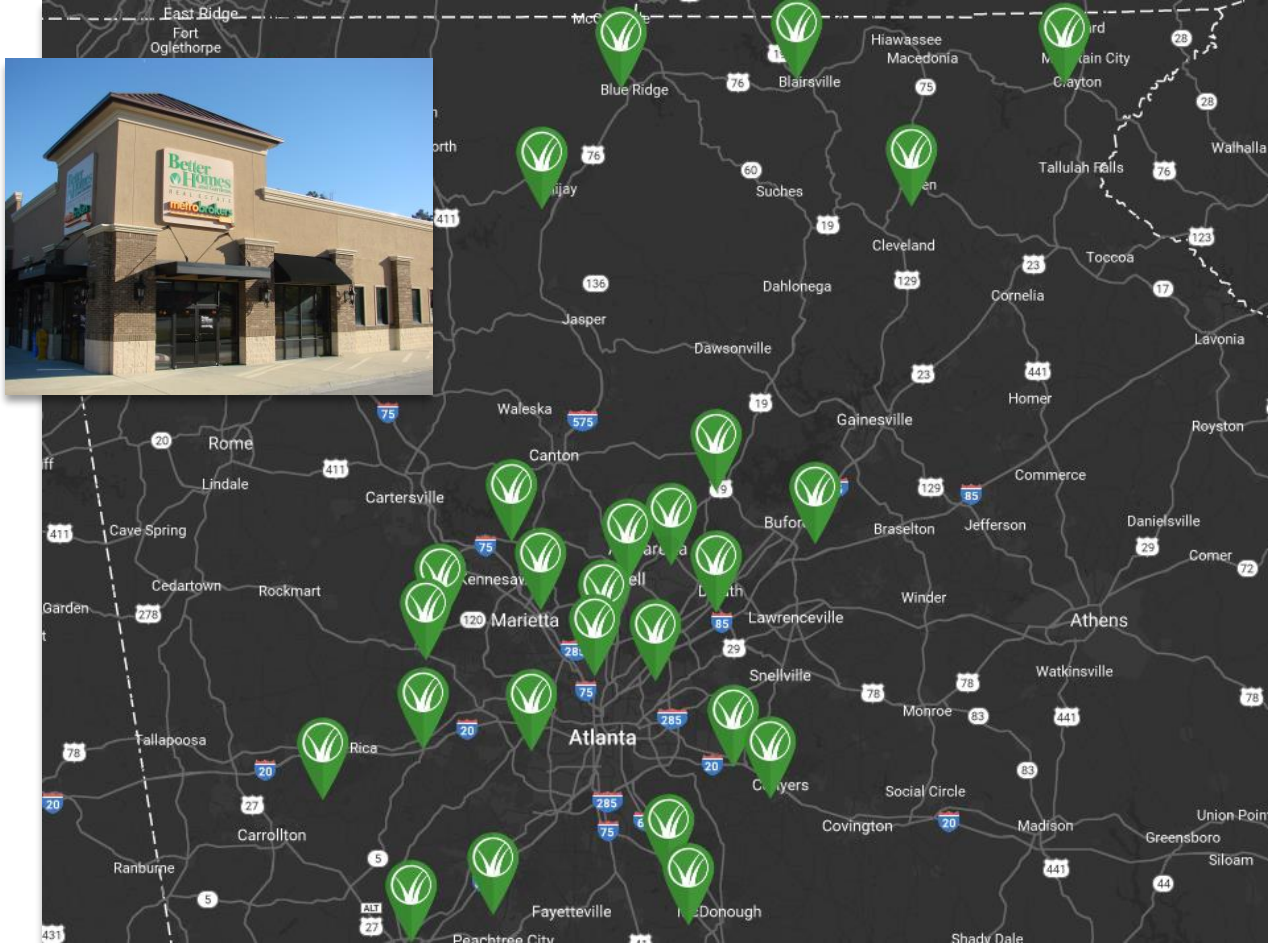
- Serving North Fulton GA
- 10 Years of Experience
- Realtor®
- Specializing in providing a superior client experience
- Member of NAR (National Association of Realtors)



- Largest real estate company in Georgia
- 95% customer satisfaction rate
- Backed by a real team of 150 staff members focused on OUR success
- Unparalleled marketing and technology
- In-house financial, insurance and closing services concentrate on a smooth closing experience
- Instant name recognition with the Better Homes and Gardens brand



My Footprint



I can work out of
26 different offices and my
team includes **2,000 agents**
serving the entire Metro
Atlanta area and North
Georgia Mountains

Together We're Better



REAL ESTATE



FINANCIAL



INSURANCE



TITLE/CLOSING

OPEN HOUSE

MARKETING YOUR HOME

HOME SALE STRATEGY

**Better
Homes**
and Gardens.
REAL ESTATE

metrobrokers
.com

www.bhgrealstate.com

An Iconic Brand

- What do you think when you hear or see Better Homes and Gardens?
- An American staple since 1924
- Magazine circulation of 7.6 million
- Readership of nearly 40 million
- 97% brand awareness - Consumers know and trust the Better Homes and Gardens brand



What's in a Name?



Writing copy for home ads can be one of the most difficult aspects of marketing a home and finding the right headline is critical to capture the attention of the target market you are trying to reach.

Here are a few to get you going on the right

track:

LANDSCAPING

Right out of Better Homes & Gardens

Think Garden!

The War of the Roses

Stop to Smell the Flowers

Made in the Shade

ACREAGE

Own your own Sanctuary

The Great Escape

[Click for more information](#)
Description: "Oak Knoll" SHOWS LIKE BETTER HOMES & GARDENS!!! PLUS SELLER WILL PAY BUYERS FIRST YEAR CONDO FEE!!! Elegant end unit town home with many upgrades & quality throughout* Upscale gourmet kitchen* fireplace living room* Formal dining room has hardwoods & sun room* 1st floor laundry* Master bedroom with bath* 3rd bedroom/office in loft w/skylights* Den in lower level* Central air & central vac* Lovely private backyard with tranquil setting* easy access to Boston, Providence & Train* A must see!!!

Description: "Oak Knoll" SHOWS LIKE BETTER HOMES & GARDENS!!! PLUS SELLER WILL PAY BUYERS FIRST YEAR CONDO FEE!!! ELEGANT END UNIT....



Side view of the home, Upper level shows greatroom, lower level office. Expansive yard (1 acre).



Incredible views!! On a clear day the windmills across the lake are visible.

(MAP) with Mapquest

260 feet of beach! Amazing Views! 3600 sq.ft. ranch home plus 5 bedroom 2 full bath "guest house". Truly one of a kind, house sits majestically on 1 acre, stunning landscaping surrounds entire property, lovely patio sits atop the boat house. Main house has custom everything!! Brazilian tigerwood floors, granite counter tops, gourmet kitchen with huge center island, butlers pantry, upgraded cabinetry and separate baking area! Huge greatroom has wall to wall windows on all three sides with breathtaking views! Master suite boasts fireplace, his and her closets, jet tub and ceramic shower. Family room has stone fireplace and huge, fully appointed bar area. Office is oversized with slider out to the lake. All 3 baths are nicely done. Guest house has full kitchen, breakfast bar plus eat-in area, living room plus upper level den. This one is straight out of Better Homes and Gardens!

Type:	Home
Bedrooms:	3
Bathrooms:	3
Garage:	yes
Stories:	1
Sq Ft.:	3600

This one is straight out of Better Homes and Gardens!

Reaching Buyers



Drive-By Buyers

- Yard Sign
- Flyers
- Direct Mail/ Postcards
- Open Houses



Buyers with Agents

- Caravans
- FMLS/GAMLS/NEGAMLS
- Networking
- Telemarketing



Internet

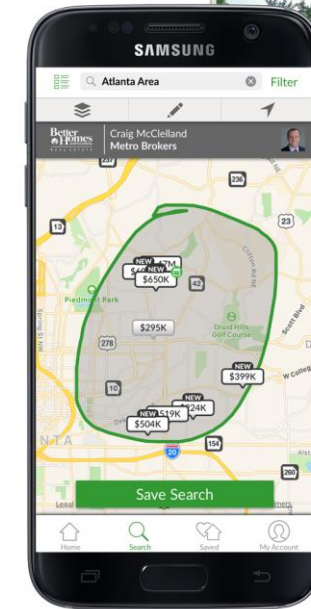
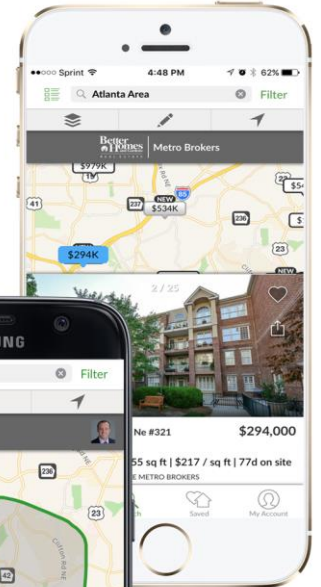
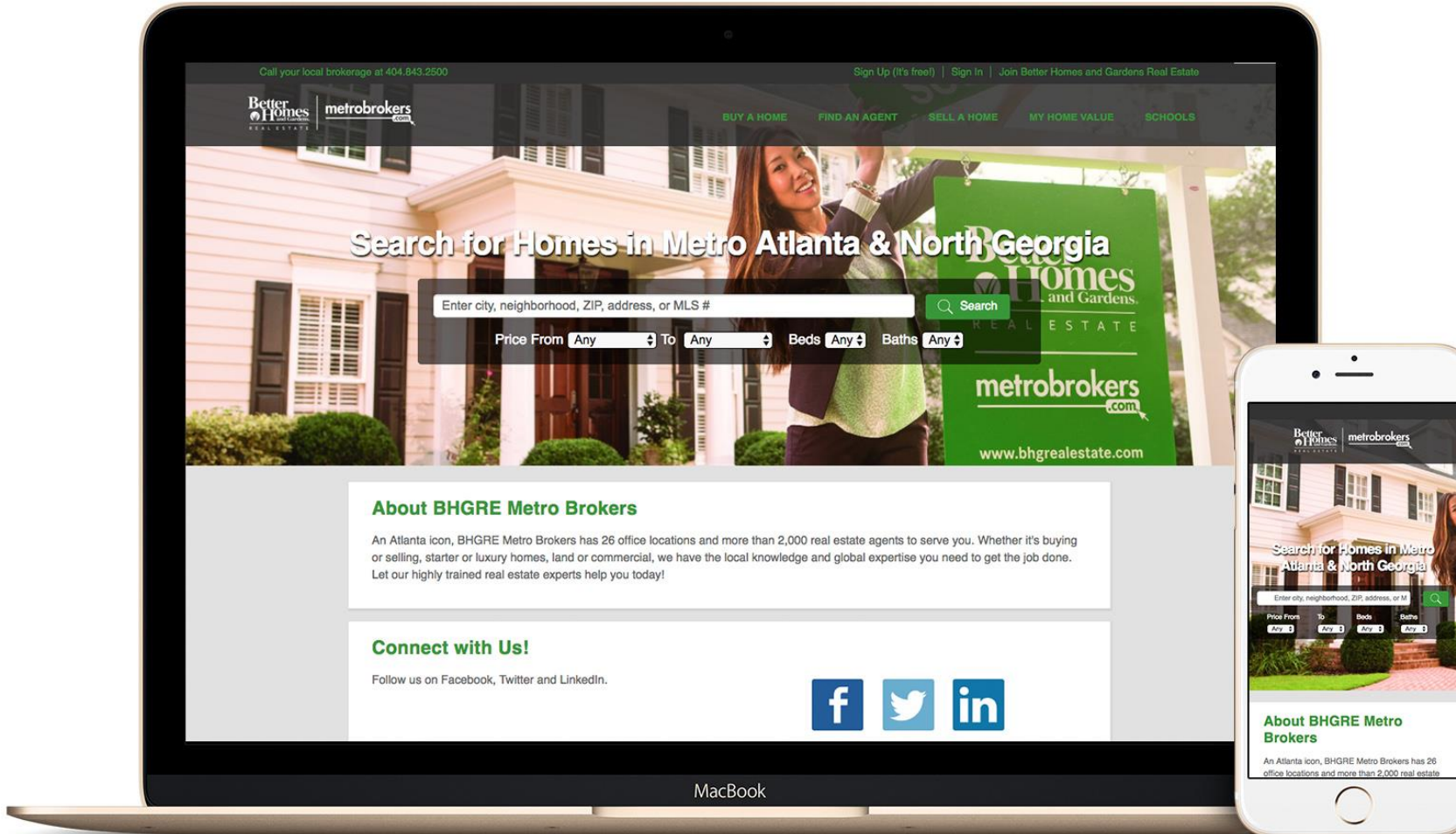
- Exposure on the most visited real estate websites
- Social networking
- Digital marketing

Online Exposure



Your listing appears on more than 2,000 websites!

Online Exposure



Capturing Online Leads

- Average industry response time to an online lead is 52 hours*
- Most prospects work with the first real estate agent who contacts them*
- Our unique technology contacts me instantly after a lead comes in and I'm able to follow up immediately.

*According to the National Association of Realtors.



Open House Marketing

Super Sunday is exclusive to my company with **hundreds** of homes held open generating thousands of potential buyers:

- The second Sunday of each month
- One lucky visitor wins \$1,000



Agent to Agent

- Agents with Buyers
- First MLS
- Georgia MLS
- Northeast Georgia MLS



My Network

- Personal database
- Professional agent database
- Agents at my company
- Social networking
- Other outreach



- Great exposure for your property
- Targeted advertising to my custom audience
- Engagement and lead tracking

 Better Homes and Gardens Real Estate Metro Brokers added 4 new photos.
Sponsored (demo) · 🌐

Property of the Week: Grand European Country estate nestled on 10 private acres! Main house with 4 bedrooms and 3.5 bathrooms, guest house with 2 bedrooms and 1.5 bathrooms! Backyard is large enough for a pool and tennis court! VIEW PRICE AND DETAILS HERE:
<http://goo.gl/CSxycE> | 678.320.4900

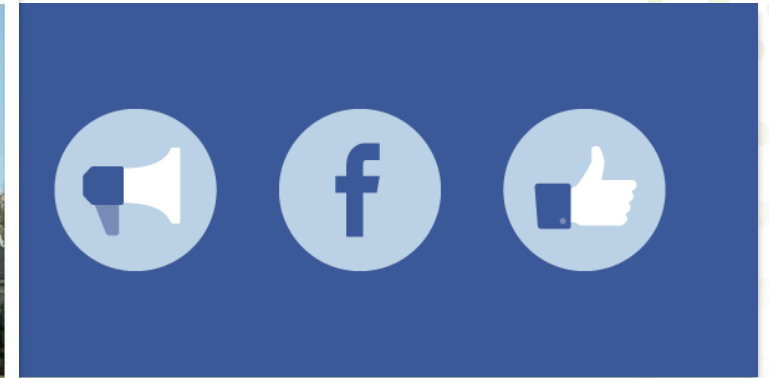


DISTINCTIVE COLLECTION
Better Homes and Gardens
REAL ESTATE
METRO BROKERS



   987

13 Comments 26 Shares 



General Marketing

- Digital marketing campaigns
- Print flyers in home and at street
- Direct mail marketing
- Directionals and other signage
- Open houses
- Much more!



OPEN HOUSE

PREPARING YOUR HOME

HOME SALE STRATEGY

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and Gardens.
REAL ESTATE

metrobrowsers
.com

www.bhgrealstate.com

Appealing Conditions



**Curb Appeal &
Interior Updates**

**Importance of
Staging Your Home**



Curb Appeal



Interior Condition



Staging Your Home



For Sale Sign





HSA Home Warranty

Separate Your Home From Others By Offering a 1-Year Home Warranty

- Coverage while your home is on the market – If a failure occurs while your house is listed, you can continue to concentrate on selling your home instead of worrying about repairs.
- Powerful marketing tool – The home warranty will help set your home apart from the competition. Research shows that 8 out of 10 buyers prefer to buy a warranted home.
- Post-sale dispute prevention – If a failure happens after closing, the buyer will turn to HSA – not you – to resolve the problem.



Managing the Details

- Every offer will be presented for your review on a **timely** basis!
- My thorough understanding of the forms used in a real estate transaction insures that nothing is left to chance and you are properly protected
- I will ensure that all disclosures and associated forms are provided to protect you



Dotloop Makes It Easy

- Seamless, paperless transactions
- Cloud document management
- Private and secure
- Electronic signatures
- Available on-the-go with full mobile support
- Buyers love DotLoop!



Managing the Details

To further protect your position in the transaction,

I will:

- Require buyers to provide written evidence of their loan qualification
- Maintain contact with the buyer's lender and track the progress of the buyer's loan through closing and advise you as to the status
- Maintain contact with the buyer's agent
- Track time sensitive contract provisions



Negotiation & Closing

- Negotiate inspection concerns, suggest options and assist in securing bids and contractors, if needed
- Monitor the progress of the title search, survey, appraisal, inspections and removal of contingencies
- Keep YOU informed throughout the process
- Attend the closing with you

My experience enables us to anticipate problems and provide solutions



Competitive Pricing



Detailed Comparison

- Recently Sold
- Expired
- Active Competition

OPEN HOUSE

READY TO GET STARTED?

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