

YES. / NO

CHECKLIST

HOW TO SELL YOUR HOME IN A TOUGH MARKET

01	DECLUTTER AND DEPERSONALIZE YOUR HOME	YES	NO
02	HAVE THE HOME LOOK AS NEUTRAL AS POSSIBLE	YES	NO
03	HAVE A LOCKBOX (IF APPLICABLE) SO THE HOME CAN BE SHOWN AT ANY TIME	YES	NO
04	DO THE RESEARCH FOR POTENTIAL BUYERS; DO A PRIVATE APPRAISAL, HAVE MARKETING MATERIAL, AND INSPECTION REPORT.	YES	NO
05	HAVE LANDSCAPERS CLEAN UP THE OUTSIDE OF THE HOME	YES	NO
06	HAVE PROFESSIONAL PHOTOS DONE AND A VIRTUAL TOUR	YES	NO
07	POST YOUR HOME TO AS MANY WEBSITES AS POSSIBLE	YES	NO
08	SET A EVEN PRICE (25K INCREMENTS) EXAMPLE: 300K 325K 350K 375K 400K.	YES	NO

NO SHOWINGS NO PROBLEM

HOW TO SELL YOUR HOME WITH NO ONE BOTHERING YOU BLUEPRINT

01

HAVE CLEANERS TIDY UP THE HOME AND DECLUTTER IT

- THIS ALLOWS FOR BETTER ONLINE VISIBILITY

02

HAVE PROFESSIONAL PHOTOS + VIRTUAL TOUR OF YOUR HOME

- **INCREASE SELLABILITY BY 96%**

03

HAVE A INSPECTION REPORT DONE + PRIVATE APPRAISAL

- **INCREASE IN ONLINE BUYER CONFIDENCE BY 84%**

04

CREATE 3-5 DIFFERENT PHYSICAL MARKETING MATERIALS TO MAIL

- CREATE A BUZZ AROUND YOUR HOME

05

RECORD SOCIAL MEDIA CONTENT FOR YOUR HOME

- **90%** OF HOME PURCHASES COME FROM THE BUYER SEEING THE HOME **ONLINE**

06

1 ON 1 VIDEO CALL APPOINTMENT BOOKING SYSTEM

- QUALIFIED BUYERS CAN WALK (NOT LITERALLY) THE HOME THROUGH YOUR EYES

07

LIST YOUR HOME ACROSS ALL POSSIBLE HOME PLATFORMS

- MANY SERVICES ARE **FREE** AND MAXIMIZE YOUR EXPOSURE

08

CALL YOUR COMMUNITY

- MANY FRIENDS AND FAMILY MOVE NEXT TO EACH OTHER

09

RUN A LEAD GATHERING ADVERTISING CAMPAIGN ON FACEBOOK AND GOOGLE

- GAIN **1,000-16,000** IMPRESSIONS OR EYEBALLS ON YOUR HOME

LOOKING FOR CONTACTS?

BELOW WE INCLUDED ALL OF OUR TOP VENDORS WITH DISCOUNTS

01

CLEANERS-SUPERB MAIDS CLEANING SERVICES

- 702-721-8858
- SAY WE SENT YOU FOR **15% OFF**

02

PHOTOS-SPOTLIGHT HOME TOURS

- 435-862-1961
- SAY WE SENT YOU FOR A **SPECIAL OFFER**

03

AMERISPEC HOME INSPECTIONS

- 702-220-7264
- SAY WE SENT YOU FOR A **DISCOUNT**

04

XPRESS DOCS MARKETING MATERIALS

- XPRESSDOCS.COM

05

FREE SOCIAL MEDIA OUTLETS

- YOUTUBE, INSTAGRAM, FACEBOOK, X, PINTEREST, LINKEDIN...

06

CALENDLY FOR 1 ON 1 BOOKING SYSTEM

- CALENDLY.COM
- **FREE** SIGNUP AND USE

07

FREE HOME PLATFORMS

- ZILLOW, REDFIN, REALTOR.COM, HOMES.COM, TRULIA...

**\$199 IN DISCOUNTS AND SAVINGS
FOR FREE**

**CALL NOW TO FIND OUT IF WE ARE A GOOD FIT
702-812-1432**

NO MORE LOOKEYLOOS GUIDE

HOW TO GET **ULTRA-QUALIFIED** BUYERS FOR YOUR HOME

01

TAKE THEM BY THE HAND WITH 1 ON 1 SHOWINGS

- WE WILL ACCOMPANY BUYERS FOR ALL SHOWINGS NO MATTER THE TIME OR DAY

02

PROVIDE ALL MATERIALS BEFOREHAND

- INSPECTION REPORT+PRIVATE APPRAISAL+MEMORABLE MATERIAL
- **INCREASE BUYER CONFIDENCE BY 65%**

03

REQUIRE PROOF BEFORE BOOKING AN APPOINTMENT

- BUYERS MUST SUBMIT A **PRE-APPROVAL LETTER OR PROOF OF FUNDS** BEFORE COMING BY

04

ONE OF A KIND 10 QUESTION QUIZ ESTABLISHING TIMELINE, MOTIVATION AND GETS APPROVED BY YOU

- FILTERS OUT LOOKEYLOOS BY **71%**

05

BUYER MUST GET APPROVED BY OUR LENDER AS WELL

- **LOWERS BUYER BACK-OUT BY 54%**

06

BUYERS AGENT INCENTIVE OF \$10,000 GIVEAWAY

- GENERATES **1.35X** MORE SHOWINGS IN THE FIRST 14 DAYS

\$3,499 VALUE

GIVEN TO YOU FOR FREE WITH OUR WHITE GLOVE SERVICE

CALL NOW TO FIND OUT IF WE ARE A GOOD FIT

702-812-1432

NO EQUITY SALE SOLUTION

HOW TO **SELL** YOUR HOME WITH LITTLE OR **NO EQUITY**

SUBJECT-TO CONTRACTS

- A BUYER TAKES OVER YOUR EXISTING MORTGAGE PAYMENTS WITHOUT NEEDING A NEW MORTGAGE, HAVING TO RUN A CREDIT CHECK, NEEDING PREVIOUS HOME-BUYING EXPERIENCE OR PUTTING YOUR OWN CASH DOWN
- THIS STRATEGY CAN BE PARTICULARLY HELPFUL FOR PEOPLE NEEDING TO SELL OFF THEIR PROPERTIES QUICKLY OR WHO ARE AT RISK OF FORECLOSURE, AS IT ENABLES THESE PEOPLE TO ESCAPE THEIR MORTGAGE OBLIGATIONS WITHOUT HARMING THEIR CREDIT.

CASH PURCHASE

- WE GENERATE A MULTIPLE **FREE** CASH OFFERS FOR YOU WITH OUR 1 ON 1 CONNECTION, ONCE AGAIN FOR **FREE**. WE WOULD LOVE THE OPPORTUNITY TO HELP YOU OUT

CALL NOW TO FIND OUT IF WE ARE A GOOD FIT
702-812-1432

NO HANDCUFF LISTING AGREEMENT

HOW TO NEVER BE TIED DOWN TO AN AGENT YOU DON'T LIKE

OUR AGREEMENT IS SIMPLE,

- WE WORK FOR YOU DAY
TO DAY
- IF YOU'RE NOT HAPPY
WE LET YOU GO

**WE EVEN HAVE A WEEKLY
ACCOUNTABILITY CHECK IN WITH YOU**

**CALL NOW TO FIND OUT IF WE ARE A GOOD FIT
702-812-1432**

CHOOSE THE RIGHT AGENT CHECKLIST

HOW TO CHOOSE THE RIGHT AGENT TO SELL YOUR HOME

01 HOW LONG HAVE YOU BEEN IN THE BUSINESS AND HOW MANY HOMES HAVE YOU SOLD IN THAT TIME?

02 HOW WOULD YOU HANDLE THE SALE OF MY HOME SPECIFICALLY?

03 WHAT MAKES YOU DIFFERENT FROM ANY OTHER AGENT?

04 CAN YOU EXPLAIN THE PROCESS FROM START TO FINISH, INCLUDING KEY MILESTONES AND TIMELINES?

05 HOW WOULD YOU MARKET MY HOME AND WHAT CHANNELS WILL YOU USE?

06 WHY DID YOU CHOOSE A CAREER IN REAL ESTATE?

07 WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

FREE CHEATSHEET OF WHAT TO LOOK FOR FOUND BELOW

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

01

HOW LONG HAVE YOU BEEN IN THE BUSINESS AND HOW MANY HOMES HAVE YOU SOLD IN THAT TIME?

- MY TEAM AND I HAVE A COMBINED EXPERIENCE OF 7 YEARS AND WE HAVE SOLD 12 HOMES IN THE PAST 6 MONTHS RANGING FROM 250K - 1.3 MILLION. OUR EXPERIENCE DOESN'T COME FROM ONLY REAL ESTATE BUT THE DIGITAL MARKETING WORLD AS WELL THAT WE LEVERAGE IN ANY BUSINESS INTERACTION.

02

HOW WOULD YOU HANDLE THE SALE OF MY HOME SPECIFICALLY?

- NO TWO HOMES ARE THE SAME BUT HERE IS OUR APPROACH...
 - 1 ON 1 ORIENTATION GOING OVER OUR SPRING'S SOLD IN 30 DAYS SOLUTION (\$6,799 VALUE FOR FREE)
- P.S-WE ACTUALLY OUTLINE EVERY SINGLE STEP FOR FREE, WETHER YOU PARTNER WITH US OR NOT :)

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

03

WHAT MAKES YOU DIFFERENT FROM ANY OTHER AGENT?

- IT'S TOUGH TO NARROW IT DOWN TO A FEW...
 - **FREE HOME TOUCH UP BLUEPRINT (\$399 VALUE)**
 - **NO HANDCUFF LISTING GAURENTEE**
 - **ULTRA-QUALIFIED BUYER SYSTEM (FREE INSPECTION+APPRaisal INCLUDED) (\$199 VALUE)**
 - **STREAMLINED STRES-FREE SELLER SYSTEM (\$249 VALUE)**

P.S- ONCE AGAIN IT'S ALL **FREE**

04

CAN YOU EXPLAIN THE PROCESS FROM START TO FINISH, INCLUDING KEY MILESTONES AND TIMELINES?

- YOU CAN REFER TO OUR **FREE SELLER'S TIMELINE** WHERE YOU SEE ALL OF THE DATES AND KNOW EXACTLY WHAT TO EXPECT.

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

05

HOW WOULD YOU MARKET MY HOME AND WHAT CHANNELS WILL YOU USE?

- WE USE A MULTIPLE MARKETING CHANNELS
- WE HARNESS THE POWER OF SOCIAL MEDIA
 - 50,000-60,000 IMPRESSIONS OR EYEBALLS WILL SEE YOU HOME FROM YOUTUBE TO TIK-TOK
- **FREE** VIRTUAL HOME STAGING, 3D TOURS, PROFESSIONAL DRONE + INTERIOR PHOTOS...
- 500 PHYSICAL MAILERS AND THOUSANDS OF PHONE CALLS TO YOUR COMMUNITY AND OUR E-BUYERS
- THERE IS TONS MORE ON MARKETING IN OUR SPRING'S SELL IN 30 DAYS SOLUTION GUIDE

06

WHY DID YOU CHOOSE A CAREER IN REAL ESTATE?

- TWO WORDS, HELPING PEOPLE. WE HOPE THAT BY PROVIDING ALL OUR YEARS OF KNOWLEDGE UP FRONT, YOU CAN MAKE THE RIGHT DECISION THAT BEST SUITS YOU, WE AIM TO BUILD TRUST WHILE PROVIDING VALUE.

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

07

WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

- BUILDING OFF THE LAST POINT, WE HOPE TO GAIN YOUR TRUST BY PROVIDING VALUE, SOMETHING OUR INDUSTRY LACKS. THAT IS WHY I'VE SPENT **1,000 HOURS** CRAFTING ALL OF THESE GUIDES AND CHECKLISTS FOR YOU. WITHIN 5 YEARS WE HOPE TO CHANGE THE INDUSTRY TO A VALUE DRIVEN ONE, PUTTING CLIENTS FIRST. WE HOPE YOU CAN ACHIEVE YOUR GOALS WITH OR WITHOUT US.
- BUT, IF YOU ARE A MOTIVATED **HOMEOWNER** LOOKING TO SELL WITHIN **30** DAYS WE WOULD LOVE TO PARTNER WITH YOU.

**CALL NOW TO FIND OUT IF WE ARE A
GOOD FIT
702-812-1432**