

**BERKSHIRE
HATHAWAY**
HOMESERVICES

NEVADA
PROPERTIES

SELLERS GUIDE

THE ULTIMATE GUIDE TO SELLING YOUR HOME
IN LAS VEGAS



ZORANOVIĆ

WO

“Price is what you pay. Value is what you get.”

–Warren Buffett

RD

PROFESSIONAL

Professionalism stems from business etiquette and I pride myself on always being the sharpest in the room.

DETERMINED

Determination in this sense means being set on fulfilling your needs no matter the circumstances and obstacles in the way.



EXPERT

An expert in the field is someone who knows the market inside and out. We demonstrate world class knowledge through our work.

CONFIDENT

Confidence in oneself to close a deal and give certainty to you, that you're doing business with the right person.

MY RESUME

97% Listings taken to
listings sold ratio

Average sales price of
795K

Real estate brand of
the year, highest
ranked in trust and
love

Number 1 in client
satisfaction

THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price that will benefit you the most.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

TAKE PHOTOS

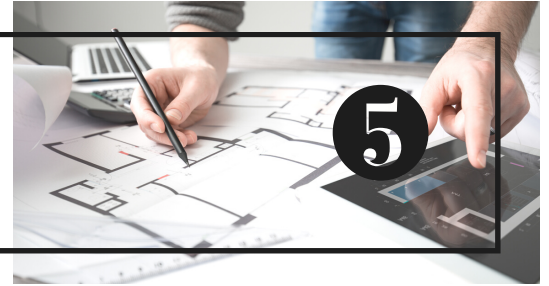
Our photographer will make your home look its best!

4



CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



6

SHOW IT

This is often the demanding part as your home has to remain presentable and in top shape every day.



REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



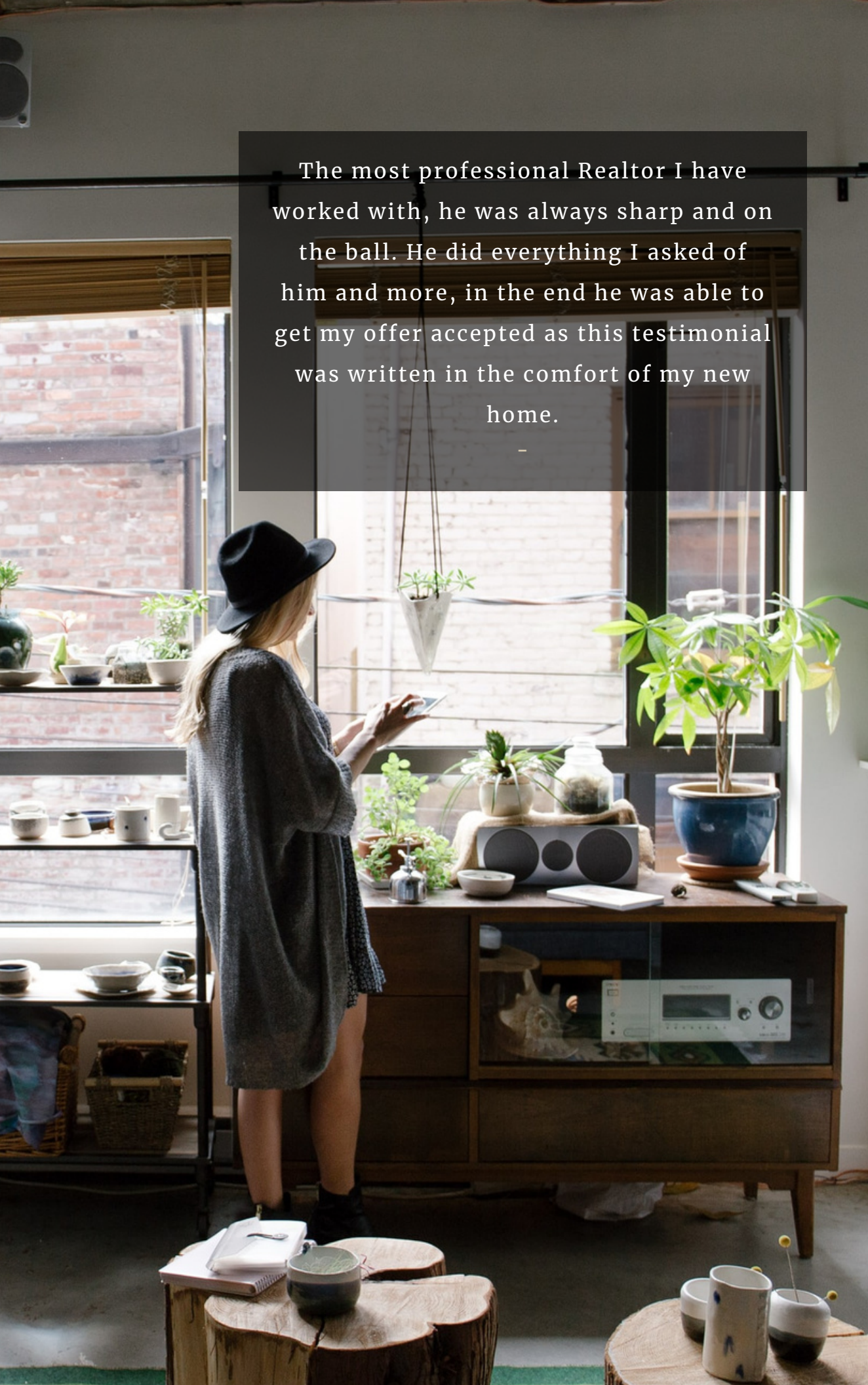
8

CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!

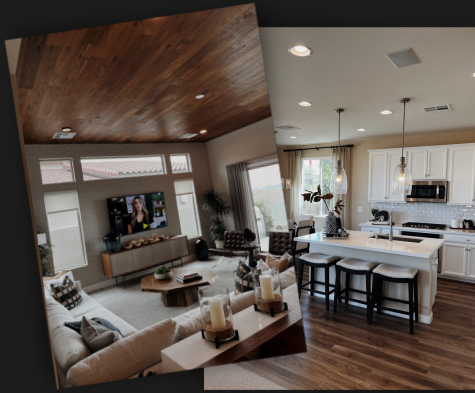


The most professional Realtor I have worked with, he was always sharp and on the ball. He did everything I asked of him and more, in the end he was able to get my offer accepted as this testimonial was written in the comfort of my new home.



MARKETING

When it comes to selling your home we've got you, every single step of the way, the most essential step being digital media. The world is practically online nowadays, it's time to take advantage.

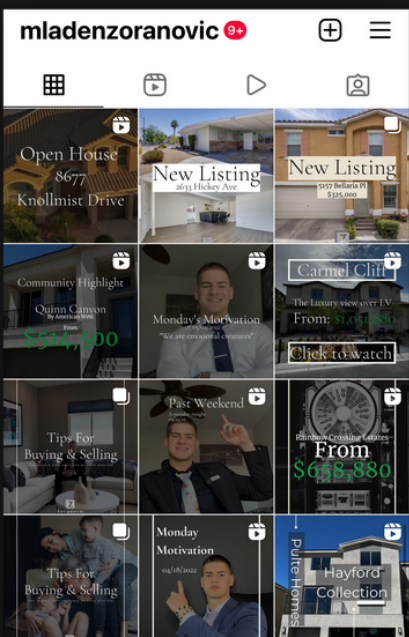
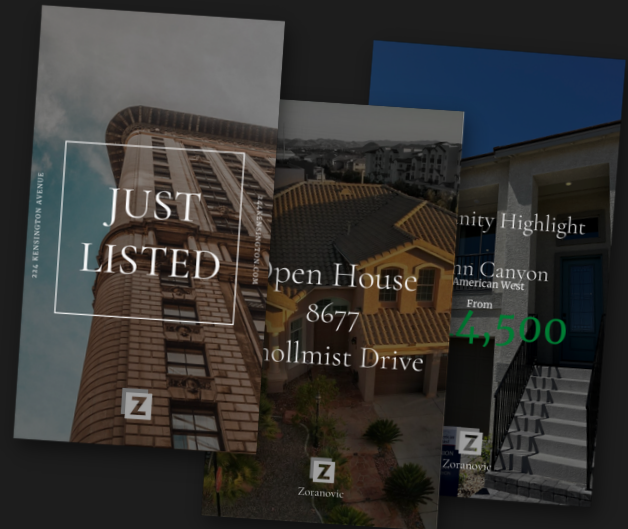


VISUALS

Professional photos & virtual home tours get your home sold 42% faster than the competition.

ADS

Your home is showcased on your very own property website and advertised on the biggest real estate websites.



SOCIALS

You have the most eyes on your property online, especially on social media. Through my online presence we will achieve maximum exposure for your home.



PRINT MEDIA

From a magazine feature to a unique property guide & showcase all your bases are covered.

WORLDWIDE EXPOSURE

By being the biggest real estate brand in the world, we tap into our connections from all over the world looking to generate a buyer.



PLAN OF ACTION

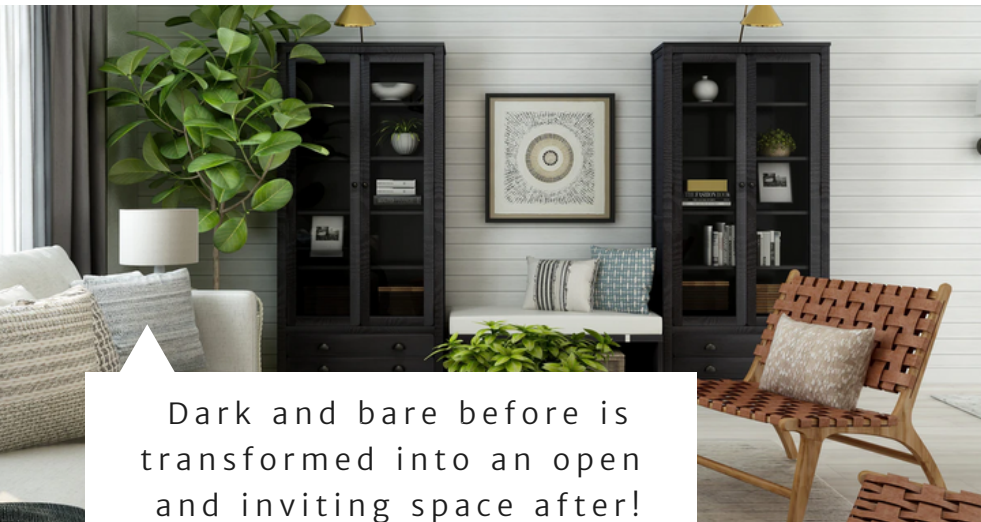
No one has been successful on their own, we need to work as a team and develop a marketing plan of action that makes absolute sense for everyone involved.

So, let's begin...

A woman with blonde, wavy hair, wearing a black blazer over a white button-down shirt, is looking down at a large architectural drawing or blueprint she is holding. She is standing in a workshop or studio. In the background, there are shelves filled with various items, including boxes labeled 'PEARL', 'SILK', and 'CLOTH'. There are also hanging racks with fabric samples and a large, ornate chandelier with multiple white lampshades hanging from the ceiling. The overall lighting is warm and focused on the woman and her work.

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that's \$10,000-50,000 more money.



Dark and bare before is transformed into an open and inviting space after!



BEFORE



BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

A background image showing several hands in a meeting, with one hand holding a pen over a document. The image is dark and moody, with a white rectangular box containing the title text.

THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED

We count ourselves as lucky that Mladen landed in our lives...we would have been lost without his guidance and savvy know-how.





WHERE OUR PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

From feature sheets, to open house expenses, flyers and online ads marketing your home to the most amount of qualified buyers is our speciality.

REALTOR FEES & ADMIN

As a realtor we need to pay dues and fees to various organizations to remain licenced and legal as well as pay our admin staff.

AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets



HOME CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms



TIDY AND PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint



EXTRA TOUCHES

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the day time
- ☐ Play quiet background music
- ☐ Keep pets outdoors



ORGANIZATION

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy

"We are forever grateful for Mladen and
his ability to put us in our first home, the
of our dreams."

-Slavica Baletic



TESTIMONIALS

“The most professional Realtor I have worked with, he was always sharp and on the ball. He did everything I asked of him and more, in the end he was able to get my offer accepted as this testimonial was written in the comfort of my new home.

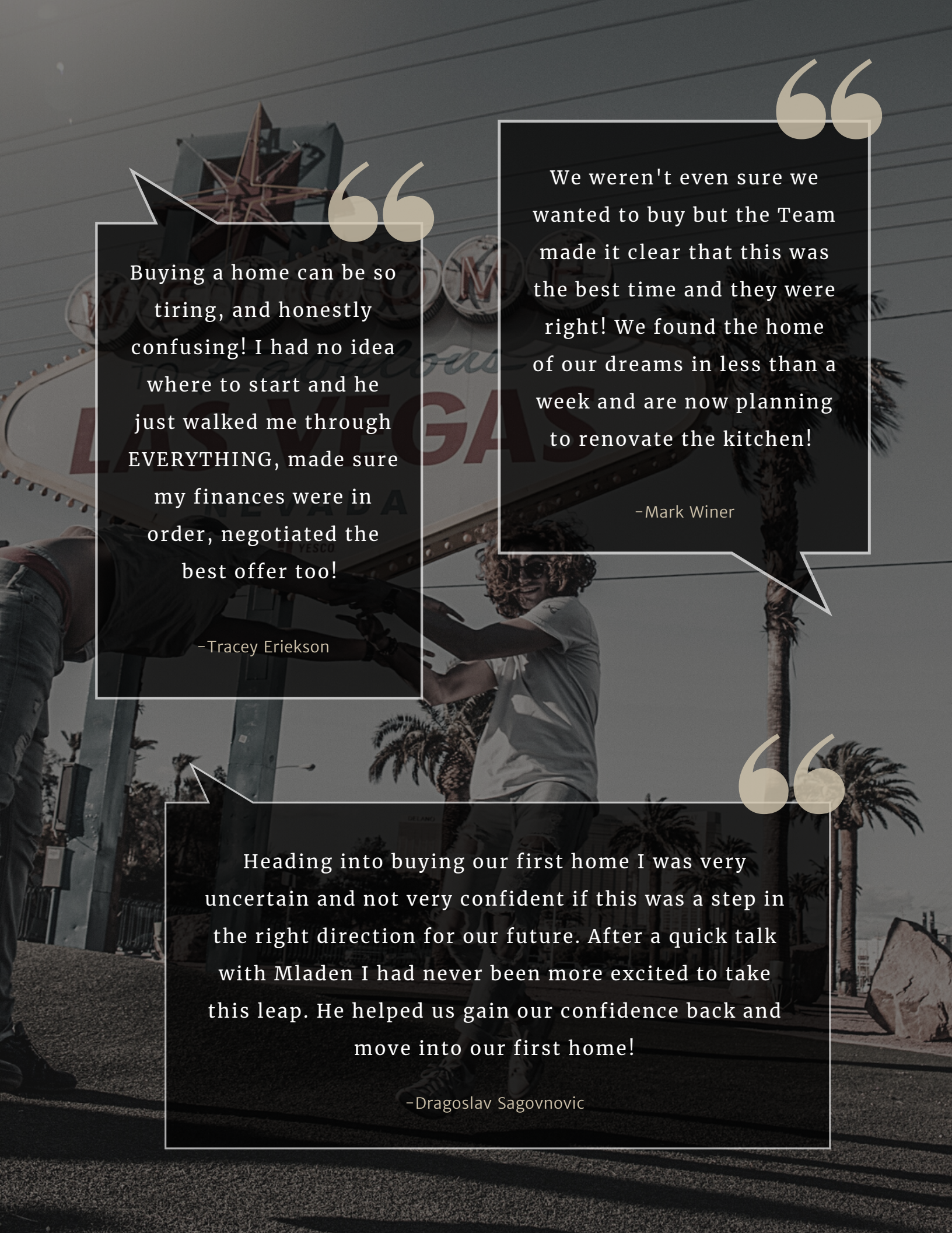
–Zelalem YeAssegid

“Mladen's expertise and knowledge of the market shined and showed us that we ended up choosing the right agent. He knows how to cater towards his clients.

–Kevin Lau

“I would highly recommend Mladen Zoranovic to anyone looking for the best service, as he told me many times, he views being a Realtor as a business and not a job.

–Belinda Clark



Buying a home can be so tiring, and honestly confusing! I had no idea where to start and he just walked me through EVERYTHING, made sure my finances were in order, negotiated the best offer too!

-Tracey Erikson

We weren't even sure we wanted to buy but the Team made it clear that this was the best time and they were right! We found the home of our dreams in less than a week and are now planning to renovate the kitchen!

-Mark Winer

Heading into buying our first home I was very uncertain and not very confident if this was a step in the right direction for our future. After a quick talk with Mladen I had never been more excited to take this leap. He helped us gain our confidence back and move into our first home!

-Dragoslav Sagovnovic

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ZORANOVIĆ

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B e r k s h i r e H a t h a w a y H o m e
S e r v i c e s N e v a d a P r o p e r t i e s