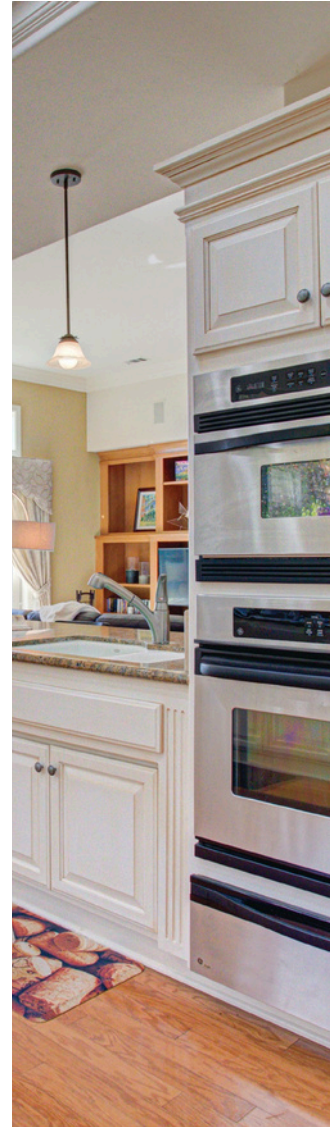
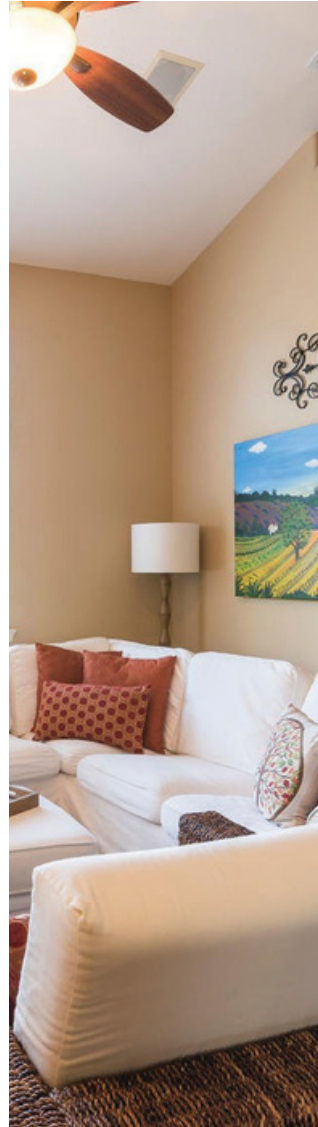


# YOUR GUIDE TO SELLING REAL ESTATE.

*Everything you need to know about selling.*



# WHO WE ARE

*Real Estate Agents/  
Investors*

## *Who we are*

- Honest, creative, proactive, and loyal team of diligent agents and investors
- Received Rookie of the Year Award in 2018
- Received #2 Team Award for closed units and volume in 2020
- Received Culture Award in 2021
- Almost 150 properties sold to date
- Background in international marketing, commercial real estate, loan underwriting, and finance
- Involved in local community, service organizations, churches, and boards

## *What we do*

- Prospect daily to find homes for our clients
- Collaborate effectively to create win-win deals for our clients
- Attend real estate business meetings locally to educate ourselves on the latest news on the Central Coast
- Educate and empower our clients in all forms of real estate transactions



# WHY THE SCHWAEGERLE TEAM

## MISSION

To connect with individuals to achieve their real estate dreams, experience financial freedom, and love where they live.

## VISION

California will become a happier, more wholesome state to live in because it will be filled with individuals who truly love where they live. They will live more freely due to financial security provided by their real estate assets.

## VALUES

Honest. Committed.  
Proactive. Educated.  
Empowering.

## BELIEFS

We are a service-oriented team that values empowering clients with the tools necessary to make well-informed decisions. We promise to maintain professionalism, loyalty, and honesty throughout the entire real estate transaction. We act with the utmost integrity and truly care about the needs of our clients.

## PERSPECTIVE

We provide the most consultative, honest, and educated approach to real estate, while keeping our clients' best interests in mind. We are well poised to be the top team in the industry.



# THE SELLING PROCESS



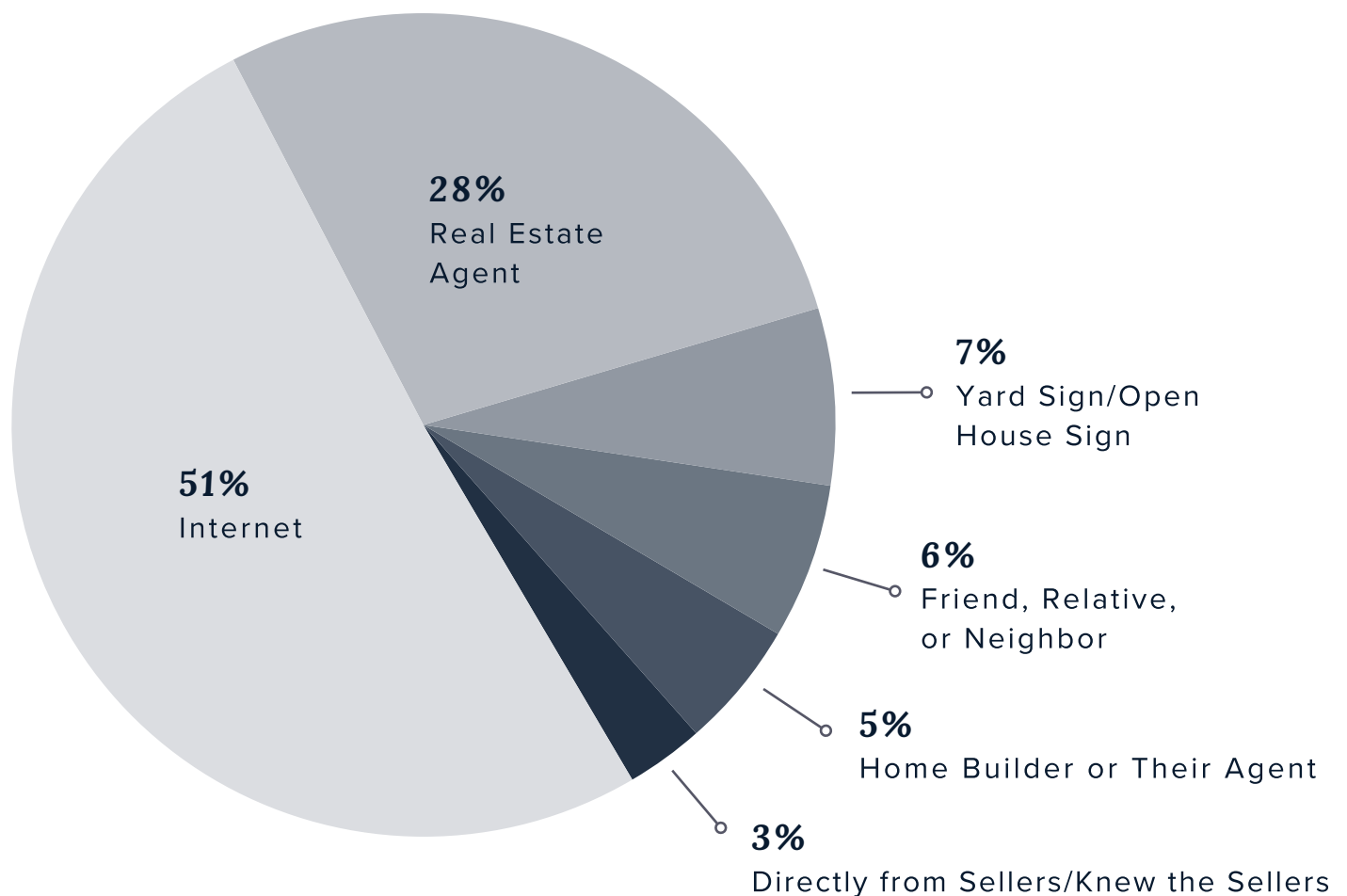
# FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we will work diligently to find your buyer as fast and efficiently as possible.

## HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®

Profile of Home Buyers and Sellers 2020



# WHAT WE DO

## 1. CREATE LISTING TIMELINE

---

## 2. PREPARE THE HOUSE FOR SALE

- House cleaning
- Photography/  
Videography
- Inspections
- Disclosures
- Pre-Escrow

## 3. LIST THE HOUSE ON THE MARKET

- List on the MLS and 350+ real estate websites
- Host Open House(s)
- Dial the neighborhood
- Send “Just Listed” postcards
- Run social media paid ad campaigns
- Share with team database of over 2,500 people
- Share with Keller Williams database
- Schedule showings and provide feedback in real time



# HOUSE PREPARATION TIPS

- ☐ Walk through each room and criticize the house from a buyer's perspective
- ☐ Consider getting a professional property inspection to see if any repairs are needed
- ☐ Hire a contractor to handle any major projects
- ☐ Hold a yard sale: sell, donate, or trash anything you don't need
- ☐ Paint the exterior of the house, including trim, doors, and shutters
- ☐ Check front door, doorbell, address number, and welcome mat
- ☐ Power wash the siding and windows
- ☐ Inspect the roof and make repairs as needed
- ☐ Sweep the entryway and walkways
- ☐ Mow, water, and fertilize the lawn
- ☐ Trim shrubs and trees, and rake the leaves
- ☐ Plant colorful flowers and shrubs
- ☐ Store any toys or equipment lying in the yard
- ☐ Clean up pet droppings
- ☐ Thoroughly clean the entire house
- ☐ Clean hardwood floors
- ☐ Steam-clean carpets and drapes; consider replacing carpet if stains are prominent
- ☐ Get rid of all dust bunnies
- ☐ Repair cracks and holes in the walls
- ☐ Paint interior walls with neutral colors, like beige, cream, or light pastels
- ☐ Remove excess furniture or rearrange furniture to maximize space
- ☐ Organize room closets and store out-of-season clothes
- ☐ Remove all small appliances, toys, magazines, and pet items
- ☐
- ☐
- ☐ Remove family photos, personal collections, and medications
- ☐ Remove items from the garage and store them off-site
- ☐ Secure valuable items, including cash and jewelry
- ☐ Mop and wax/polish the floors
- ☐ Scrub tile in the kitchen and bathrooms
- ☐ Clear the countertops
- ☐ Replace outdated hardware
- ☐ Clean appliances and fixtures
- ☐ Clean and organize the pantry, cabinets, and drawers
- ☐ Replace old caulking around sinks and bathtubs
- ☐ Remove stains from sinks, toilets, and bathtubs
- ☐ Bake cookies or burn scented candles
- ☐ Offer light refreshments
- ☐ Install higher-wattage incandescent light bulbs to brighten rooms
- ☐ Turn on all the lights
- ☐ Open windows to let in fresh air
- ☐ Open curtains or blinds to let in natural light
- ☐ Turn off TVs
- ☐ Relocate pets for showing
- ☐ Refrain from smoking in the house
- ☐ Remove rugs to show off hardwood floors
- ☐ Pull back drapes to showcase nice views
- ☐ Stage the front porch or deck with furniture and potted plants
- ☐ Make sure fireplaces are in working condition
- ☐ Clean the backyard and pool area
- ☐
- ☐



# PRICE RIGHT

## *Attract Buyers*

We understand that netting the most amount of money on the sale of your house is important to you. That is why we have compiled this list of information to help educate and inform you on the importance of listing your property at the appropriate price which will cause it to sell.

### OVER PRICING YOUR HOME WILL:

***Lose the excitement a new listing generates.*** Buyers who are already in the market are waiting for something new to be listed. Therefore, the most listing activity will take place in the first 30 days of a listing. It is during this period when you will receive your highest and best offer. After this time, the only new showings we will receive is from new buyers just entering the market.

***Lose the most qualified buyers.*** Serious buyers are already pre-approved and are only shopping for homes within their range. By being overpriced, you may cause other more competitively priced homes to sell.

***Cause your house to become stale on the market.*** Buyers and agents know what things are selling for and are not going to over pay for a property. The longer it sits on the market, the less likely you are going to get the asking price or even the fair market price. Buyers will start to wonder what is wrong with that house?

***Lose a strong negotiating position.*** Prospects will not “rush” to make an offer on an overpriced property and you may feel compelled to accept less when they finally do.

**As you can see, pricing your house correctly will make a tremendous difference in how fast it sells and for how much. We make it our business to know the market and price our client’s house to sell for the most money in the least amount of time, and we are good at it. Let’s work together to make this sale as profitable as we can!**

***Pricing your property competitively*** will generate the most activity from agents and buyers.

***Pricing your property too high*** may make it necessary to drop the price below market value to compete with new, well priced listings.



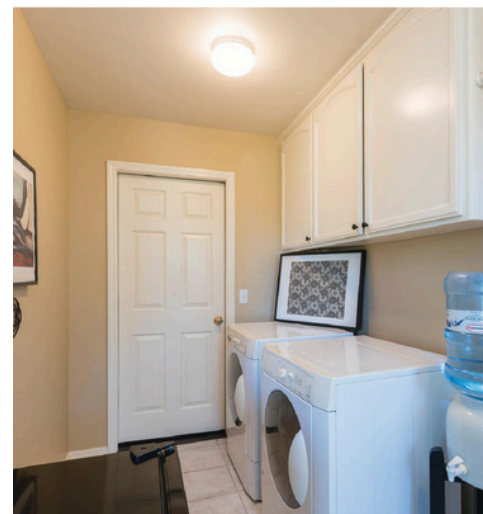
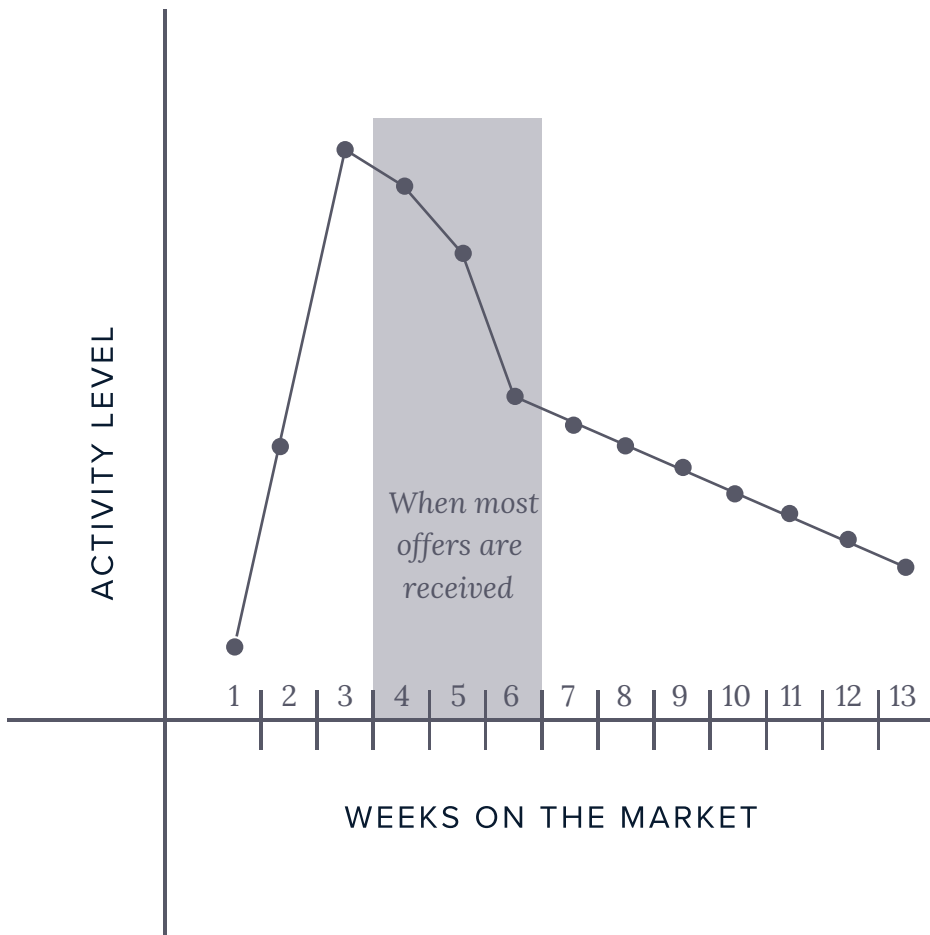


# PRICE COMPETITIVELY

*The First 30 Days Are Critical*

## THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.





THE  
**Schwaegerle**  
Team