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**REAL ESTATE** 

# LETTER TO THE OWNER

Thank you for listing your home with me. I take pride in delivering extraordinary service led by expertise, integrity, and a commitment to achieving all of your real estate goals.

Selling a home is a rewarding experience. From listing to closing and beyond, you have a dedicated real estate expert on your side, guiding you through the transaction and leading the way to incredible results.

Thank you!

Your Agent,

Erika Thornburg

## Why use a Realtor®?

Do you know the difference between a real estate agent and a REALTOR®?

REALTORS® are real estate agents who hold a membership with the National Association of REALTORS®, which encourages and promotes education, professional development, and a higher standard of ethics.

BRICK AND BRANCH

REAL ESTATE

All of our agents at Brick and Branch are required to be members of the National Association of Realtors®.

It's all part of our commitment to maintaining and providing a higher standard of service, expertise, and ethics to our clients.

Our Agents are Realtors®





### Who We Are

Brick and Branch Real Estate is a locally owned and operated boutique-style real estate brokerage servicing all of metro Atlanta.

Brick and Branch Real Estate was created by two Realtors from Coweta County out of a passion for helping people, whether prospective clients buying or selling homes or fellow real estate agents in need of sage advice.

Brick and Branch sets itself apart from the large, corporate brokerages by focusing on and participating in their local community, providing outstanding and compassionate customer service, and expounding with love for the real estate industry in particular and people in general.

### MEET Erika Thornburg

### Who I am

I started my career as a Realtor® in 2003 and have held my real estate license in 3 states with Georgia being the third. As a DIY junkie who has flipped several houses, I can envision a home's potential, and my background as an award winning professional photographer ensures that your home is presented in the best possible light. Whether you need help buying or selling, I want to assist your family in accomplishing your real estate goals. My family was established in 1995 when I married my best friend, and we have 4 wonderful children together. It's all about family, and I consider my clients as friends and part of my family. As such, I am your advocate and your buffer, always acting on your behalf and in your best interests. You won't find anyone who will work harder for you!



### What my clients are saying...

We worked with Erika Thornburg to purchase our home 16 years ago in Ohio. She did an outstanding job finding properties that met our criteria and was very patient and diligent through the process of finding us the perfect home. We still live there today. She is very knowledgeable in all aspects of real estate and I would highly recommend her to anyone looking to purchase a home!

Terri Benedum Akron OH investment property for me. Did an excellent job, sold in record time & the amount I was asking.

There was even a story going around that she was closing the deal on the way to have one of her lovely children.

Your new office got a good one! Best of luck & enjoy.

Dennis Lipscomb Akron OH

#### UNPARALLELED EXPERIENCE

### Trust Your Agent

Selling your home is a substantial endeavor, and you need an agent with unmatched experience, in-depth knowledge of the market, and a promise to deliver the highest standard of customer service. My goal is to help you sell your home quickly and for top dollar!

As a DIY junkie who has flipped several houses, I can help you identify potential buyer objections and maximize your home's potential!

As your Listing Agent, I am your advocate and buffer. I will always act on your behalf and in your best interests. Throughout the process, I'll use my years of experience to guide you through a smooth and successful transaction, bringing you closer to your real estate dreams. You won't find anyone who will work harder for you!

#### EXTRAORDINARY RESULTS

Listing a home begins with absolute dedication and a promise to guide you every step of the way. It continues with a particular expertise to strategically price, market, and negotiate on your behalf. It concludes with delivering extraordinary results to you.





Brick and Branch

My Promise to You

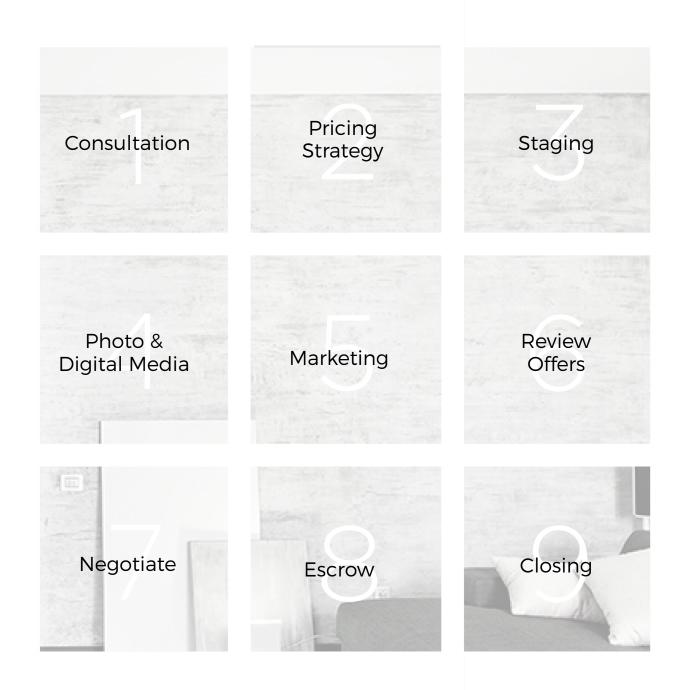
I welcome the opportunity to earn your business. I am confident that my experience, approach, and proven results will exceed your expectations. As your trusted partner in the sale of your home, you can expect me to provide many services, including:

- · Attentive, one-on-one service.
- Regular communications regarding every aspect of the home sale, from changes in the market to monitoring the activity of competing homes.
- Assistance in negotiating offers, preparing contract documents, and navigating through the buyer's due diligence, home inspection, appraisal, and financing periods.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.



by Erika Thornburg

### Home Selling Plan:



### Pricing Your Home

### Price is probably the most important marketing tool we have.

Overpricing can have a significant, negative impact on how long your home is on the market and its final sale price. Research shows that when a house is overpriced upon the first day of its listing, and subsequently requires price reductions, it can take up to three times longer to sell that house, and the selling price will likely be far less than if the house had been priced correctly at the onset. To get the best possible outcome, an intelligent pricing strategy is used to attract more buyers in a shorter amount of time, resulting in a better sale price for you.

### market demand vs. timing

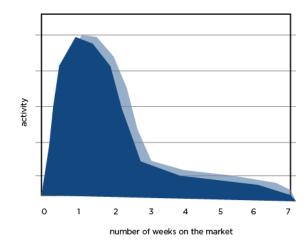
Your home receives the most attention when it's first listed, and a sale is more likely when it's new on the market. In order to take advantage of this window of opportunity, it's imperative to set a competitive and attractive price.

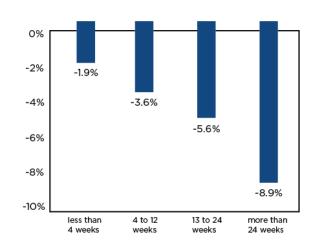
#### selling price vs. timing

If a home is priced too high, it will remain on the market for a longer period of time, which could necessitate a price reduction and the probability of having to settle for a sale price that is much lower than the list price and its market value.

### determining the value of your home

I will analyze the current market, location, features, and condition of your property, as well as conduct a comparative evaluation of similar properties in your area to determine a list price that will attract willing and able buyers.





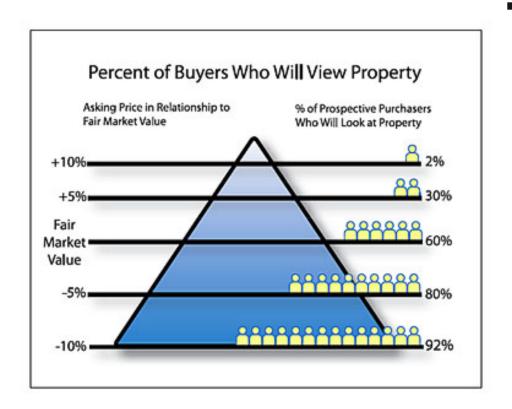
### Qualified Agents = Better Sale Price

Pricing a home too low or too high can be detrimental to your desired outcome.

As an experienced agent, I constantly have my finger on the pulse of the current market conditions and know how to craft a pricing strategy that will position your home at the forefront of the market.

Having a highly trained agent like me, who can keep up with market trends and navigate a transaction from listing all the way to negotiations, will result in a better sale price and even better outcomes for you.

# Impact Of Price On Visibility



## Benefits of Proper Pricing

- 1. Faster Sale
- 2. Less Inconvenience
- 3. Increased Exposure
- 4. Higher Offers
- 5. Multiple Offer Scenario more likely

## Drawbacks of Overpricing

- 1. Reduces Activity
- 2. Affects Perceived Value
- 3. Helps the Competition
- 4. Presents Appraisal Hurdles
- 5. Longer Time on the Market

### Staging

Staging provides the first impression of a property, intriguing buyers to see the home as their own. From minor changes to decluttering and furniture arrangements to full scale staging, we ensure that your property will be presented in the best light.



### Let Your Home Win Over Buyers

You only get one opportunity to make a good first impression with potential buyers.





Well-staged homes look better, photograph better, show better and sell faster than non-staged homes. The National Association of Realtors cites that 77% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home. It can increase the perceived value of the home and result in a faster, more profitable sale.

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### Preparing Your Home

#### Channel your inner Neat Freak



- De-clutter
- Start packing unused items
- Clean appliances
- Patch holes in walls
- Paint walls a neutral color
- Clean and organize closets
- Remove extra furniture
- De-personalize spaces

- Replace burned out light bulbs
- · Get rid of offensive odors
- Steam clean and stretch carpets
- · Clean Windows inside and out
- Vacuum air returns and vents
- Clean base boards
- Clean light fixtures
- Clean kitchen cabinets inside and out

### Curb Appeal

A manicured yard signifies a well-maintained home and is sure to attract buyers.



- Trim the shrubs
- Rake the leaves
- Sweep the porch, patio, and sidewalk
- Plant flowers
- Water the lawn/set sprinklers

- Freshen mulch/pine straw
- Mow the lawn
- Pull weeds
- Straighten gutters, mailbox, or anything sagging.
- Hide the garbage cans
- Power wash as needed

# Premium Signs & Open Houses

### I invest in the highest quality yard signs, open house signs, and directional signs.

In addition to your yard sign, I hold Open Houses. It gets more eyes on your home and gives potential buyers an opportunity to view your home who might not otherwise see it. Some buyers go through open houses because they are only "casually" looking or just at the beginning stages of their home search.



# Professional Photography

Stunning visual presentation is a critical element of persuasive online and print marketing. With more than 95% of buyers using the Internet to search for homes, professional photography is essential. More people will view your home online than will visit it personally. Getting and holding their attention online with appealing photography is one way to increase the probability of an in-person showing.

Before we enter your home in the MLS, I will have your home professionally photographed. This will make sure your home stands out among the competition.



### 24/7 WEB exposure & social media marketing

With my Brick and Branch Real Estate and MLS syndication partnerships, your home will receive maximum global exposure.

As part of our digital marketing strategy, your listing will be exposed to potential buyers across the globe using social media campaigns including SEO, ads, photos, videos, and more.

See your home in places like:



# Print & other advertising

I invest in the highest level of marketing to get maximum exposure for your property, bringing in a higher amount of offers in a faster amount of time.

### These are some types of marketing that I have at my disposal:

- Custom designed full color flyers
- Coming soon social media posts
- Just listed social media posts
- Open house social media posts
- Social media paid advertising
- Door hangers
- Full color post cards
- Newspaper/magazine ads



Tip: Have a box ready to toss last-minute items you don't want lying around the house during a showing. Take it with you when you leave.

#### Show Time

Here are a few things to keep in mind to generate the best first impression:

- · Be flexible
- · Quick clean
- · Climate Control
  - · Animal Care
  - Light the way
  - · Communicate with me.

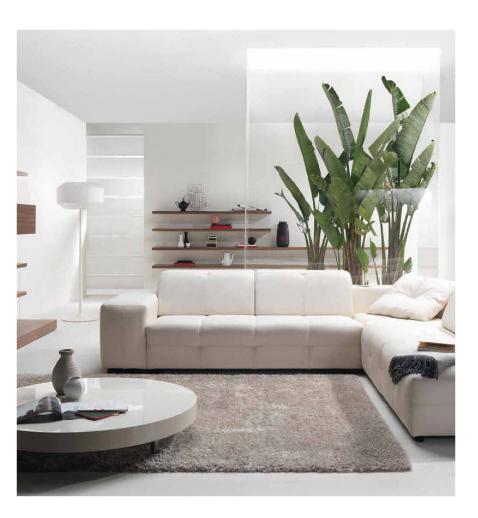
### Scheduling Home Tours & Feedback

I use a centralized showing service called ShowingTime. This full-service showing database makes it the quickest, most efficient way to get buyers into your home.

Showing requests can be sent straight to your cell phone, giving you the control to approve or decline showings.

This service also allows us to hear feedback on your property, whether it's good or bad. The information that's provided could be helpful for the next showing. Following an open house or buyer showing, I will discuss your home's reception and consider recommendations.

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