



HOME SALE STRATEGY

EXPECT BETTER[®]





Emily Hogan

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Are you in the market to buy or sell a home? Looking for a real estate agent who is passionate, committed, and driven? Meet Emily Hogan — a real estate agent in the business of making dreams a reality. Well known for her strong work ethic, and offering assistance in a timely manner, Emily prioritizes each task with a sense of urgency for all of her clients' needs.

Her niche is centered around a genuine love for home and building design, which began at a young age. Growing up with a Dad as a General Contractor led her to develop an early interest in the design processes for building and renovating homes. In addition to serving as a real estate agent herself, Emily also has several first-hand experiences in buying, renovating and selling previous homes, personally. In turn, she knows the right questions to ask, and the process to help you get your dream property without settling for less. Emily enjoys client interaction and being at the forefront of helping those she serves move to the next chapter in life by finding their new home or selling their existing home. It is truly her favorite part of being a real estate agent.

With an MBA, and 14+ years in financial services, Emily has found her ideal career in real estate — combining her eye for design and business savvy skills — forming the perfect skill combination. Are you ready to invest and move forward with fulfilling your real estate dream? Emily Hogan is ready to help!

If you can dream it, she can help you find it!

EXPECT BETTER®

STRATEGIES FOR SELLING YOUR HOME



- 1 Consulting
- 2 Competitive Pricing
- 3 Staging
- 4 Marketing
- 5 Negotiation/Closing

MY FIVE-POINT APPROACH

CONSULTING

GUIDING YOU EVERY STEP OF THE WAY

1 MARKETING

- Help showcase your property
- Create a dedicated marketing plan
- Help you determine the best price

2 COORDINATING

- Introduce buyers to your property
- Pre-qualify buyers
- Provide you with updates on viewings

3 NEGOTIATING

- Present & negotiate with buyers on your behalf
- Advise you on advantages of offers

4 CLOSING

- Provide information to the buyer in a timely manner
- Coordinate with closing agent and/or lawyer to deliver closing documents
- Provide answers and resolve any issues during the closing process

5 FACILITATING

- Offer you access to services such as home insurance, home inspectors, and mover services

GUIDING YOU

COMPETITIVE PRICING

OUR MUTUAL OBJECTIVE IS TO
**SELL YOUR
HOME**

- For the highest possible price
- In the shortest amount of time
- With the most favorable terms

STAGING AND INTERIOR CONDITION



82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

- 1 Remove clutter
- 2 Organize closets and cabinets
- 3 Depersonalize décor
- 4 Put extra furniture in storage

CURB APPEAL MATTERS



- 1 Keep the lawn manicured
- 2 Clear walkways
- 3 Trim and maintain landscaping
- 4 Rake leaves

PROFESSIONAL PHOTOGRAPHY



Your home will be photographed by a professional photographer to help get your home sold faster.

TEXT BHGRE®

It's never been easier to engage
with potential buyers right
from your driveway

Text BHGRE® allows buyers to quickly and conveniently text the associated keyword or property code that is included on the rider or the yard sign. The buyer will instantly receive listing information via text message, including the property description, pictures, and list price.



ACROSS THE COUNTRY

Interstate Transactions Account for Approximately 15% of Total US Transactions*

I have access to BHGRE®'s referral platform that will allow me to introduce your property to **qualified, motivated buyers** around the country.

*Source: U.S. Census Bureau <https://www.census.gov/data/tables/time-series/demo/geographic-mobility/historic.html>

NEGOTIATION AND CLOSING

When we have negotiated and executed a contract with all terms and conditions agreed upon, then I become responsible for making sure every detail is handled correctly and in the necessary time frame.

I'll be there for you **every step of the way** and communicate with:

- Other agents involved
- Relocation companies
- Property inspectors
- Insurance agents
- Mortgage representatives
- Surveyors
- Attorneys
- Title companies

NEGOTIATION



LET'S GET IT

ON THE MARKET