

TAKING YOUR HOME
FROM LISTED TO



KELLERWILLIAMS
Luxury
SANDY BOLINGER

Thank you for taking the time to consider hiring me as your Realtor. Selling your home is a big deal, and I would be honored to have the opportunity to assist you in taking your home from Listed to Sold!

I strongly believe that the path to a successful working relationship begins with communication, understanding, and an agreement about how to sell a home. My goal is to sell your home for the highest price and the best terms possible while staying within your desired time frame. I want to get you back to the important things as soon as possible... family, friends, and living your life.

This guide was designed to give you a light preview of the steps I will take when you hire me to sell your home. Since every transaction is unique, you will most likely have questions not presented here. I will be by your side to answer your questions and guide you through the more challenging aspects of the transaction as they arise. Rest assured that throughout this process, we'll work as a team to ensure that your real estate goals are met.

I offer an extensive full-service luxury listing experience which includes pricing guidance, staging, photography, video, and digital marketing. I'm ready to assist you with the difficult task of achieving a Show Ready Home, marketing your property to attract the largest pool of qualified buyers, and achieving your goal of getting it SOLD for Top Dollar!

Thank You again for your consideration - I look forward to speaking with you soon!

Sandy Bolinger

The Home Selling Process:



Getting Ready to List.

It can feel like the details are endless when preparing your home for the market. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible.

Here's an overview of the steps we'll be taking along the way.

Preparing for a Successful Sale.

Together, we will take a look at your home to decide which steps will be needed before presenting your home to buyers. Handling any needed repairs before listing will reduce the chance of repair negotiations later, after the buyer's inspection.

After the listing agreement has been signed and the Prep to Sell checklist has been completed, my staging team and I will design a plan for your home. We will use as much of your existing decor as possible, then complete the look by adding the final touches.

Once staging and photography have been completed, We'll place a lockbox on the door and I'll go to work presenting your property to qualified buyers and their agents.

Communication Makes all the Difference.

You'll always know what's happening behind the scene while working with me. I'll solicit feedback from each buyer and agent who visits your property, passing their comments on to you. Progress reports will be delivered as frequently as you choose.

Sandy Bolinger

Preparation

Preparing for a successful sale.

Even in a seller's market, we want to make a great impression.

Buyers are paying top dollar for homes and we want as many buyers as possible dreaming about owning your home.

More interested buyers will bring more offers... and usually a higher sales price.

Think like a Buyer

*We will never have a second
chance
to make a
Great First Impression!*

From the moment your property is presented to the public - to the day it closes, your property should be in "Show Ready Condition". You and your family will be faced with some inconveniences, especially when you're still living in the house. **But the effort will be well worth it.**

According to the Real Estate Staging Association, a properly prepared and staged home will:

- Increase the property's perceived value with qualified buyers
- Increase a listing's competitiveness in any market
- Drastically reduce Days on Market (DOM)
 - staged homes spend 81% less time on the market than non-staged homes.

So how can we work together to get your property into selling shape?
By following a few simple home selling tips

First. - Attention to Detail.

Anything that can easily be fixed; should be. You'll want to give extra attention to Curb Appeal and the most important rooms in the house: The primary bedroom, the kitchen, and the living room. Having a property that looks well maintained and spacious is a huge advantage with motivated buyers. And will usually bring an over-asking offer. Which is our goal after all!

Next. Make it Sparkle.

Clean, clean and more clean. From the inside out, a clean listing is a happy listing. This principle is about general cleanliness, but it also requires de-cluttering as much as possible. Keep in mind that you will be moving soon - so now is a great time to start packing! Donate, sell or pack anything that isn't essential. Everything else should be stored out of sight for showings.

And remember, potential buyers will open closets and cabinets when they're looking to purchase. Be sure to keep personal items that you do not want on display in drawers that are clearly your personal furniture. The more organized you can be, the better.

Furniture.

Great staging, includes choosing furniture that shows the room in its best light. Minimize the amount of furniture you have in each room. If it's staying in the house, it needs to be in great shape and be visually appealing.

Décor.

It's time to remove anything that could be considered distracting decoration. This includes any personal items like family photos or mementos. Any décor that stays should be as neutral as possible.

A good rule to follow:
Limit the number of items
on top of any surface to 3.

Beware of Odors.

There are obvious problem spots in a home that can produce bad smells, like garbage cans and the disposal. But it's not just the stinky stuff that needs attention, you should consider any strong smell - a bad one. Don't rely on air fresheners to mask unpleasant odors. These can be just as offensive to some buyers. Instead, open the windows whenever possible to keep fresh air circulating and keep laundry and linens throughout the home as fresh as possible.

The only exception to the strong smell rule is chocolate, baking sweet chocolate treats before a showing can help potential buyers feel at home.

Last. Stage it.

Now the fun part! Many homeowners are amazed by how great their home can be with staging! Making a home appear as attractive as possible is largely about allowing potential buyers the opportunity to imagine their lives in the home. Home staging uses basic design principles to emphasize space. Creating the appearance of an open and airy home is key to getting your property sold for Top Dollar.

Home Prep Checklist

A home prepared for buyers to have the best experience will be the home that sells first and for more money.

Curb Appeal & Backyard

- Enhance Curb Appeal - Curb appeal is the first impression buyers have of your home. Make it memorable! Gently shape shrubs, and trim low-hanging branches on trees.
- Add a pop of color to the flower beds and freshen up the mulch
- Check the Sprinkler System for Minor Repairs that you might complete yourself - DIY repairs are not an option after a buyer is involved.
- Power Wash the Porch, Sidewalk, Driveway, and Patio,
- Add a new welcome mat at the front door.
- Tidy up the backyard

Inside the House

- Replace Light Bulbs throughout the home - Color Matching the temperature of the bulbs will dramatically improve photos and video. We'll discuss bulb warmth at our meeting.
- Consider inexpensive, simple, but impactful, updates to light fixtures, faucets, and bathroom mirrors
- Remove Excess or Worn Furniture Items To Open Up The Space. Pack Up Personal Photos and Artwork - You'll be moving soon anyway! :)
- Fix any minor items that need repair - blinds, doorbell, sprinkler heads, towel racks, kitchen sink disposal, etc.
- Hire A Professional Cleaning Company - Clean Fans, Baseboards, and Windows. Consider having the carpets cleaned as well.
- Begin addressing any odors or pet smells by deodorizing carpets, and using Febreze on fabric furniture.
- Make a decision about more involved updates/repairs, like painting a room or rooms (especially if colors are outdated or walls are scuffed)

Home Presentation:

Marketing

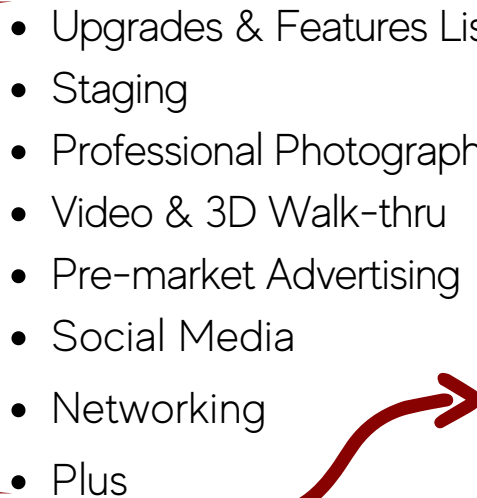
Without great marketing, Sellers can literally leave thousands of dollars on the table. Basic marketing is a must, and includes

- Interactive Yard Sign
- MLS + Other Websites like Zillow & Realtor.com,
- Single Property Website
- Just Listed Mailers & Digital Alerts to Agents & Active Buyers

Great Marketing

Great Marketing will take your home sale to the next level.

I **provide:**

- 
- Upgrades & Features List for Buyers
 - Staging
 - Professional Photography
 - Video & 3D Walk-thru
 - Pre-market Advertising
 - Social Media
 - Networking
 - Plus



Marketing efforts, Staging & Professional Photography, are at no cost to you.

Home Presentation:

Captivating Staging

Home staging creates a “wow factor” for buyers online and again when they walk through the door. Home staging done right will create a “must-see” urgency to drive buyer interest and influence a buyers offer

- **83% of buyers agents** stated that home staging made it easier for a prospective buyer to visualize the property as a future home.
- Staged homes sell faster and for more money than non-staged homes.
- Professionally staged homes stand-out in a buyers' mind
- Buyers view the property as well maintained, which equals value for the asking price
- Staged homes spend less time on the market
- Staged homes show better in a marketing piece, online and in-person
- Buyers view the home as "move-in" ready, reducing the risk of negotiating price or concessions

Inspiring Photography & Video

- Video drives a higher increase in organic search engine results
- Eye-catching photography and video will make your house stand out among the competition
- Will place your property higher on searches
- Will showcase your property better on property websites & on Social Media
- Will attract more attention than other homes not using these methods or when they have been poorly implemented.

Marketing Assets

Our full-service marketing package includes the creation of the following assets to use in our marketing campaign for your home:

- Professional Photography
- Full Property Tour Video
- Drone Arial Video Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page
- Facebook Ad Creative (Copy, Design & Video)
- Instagram Ads Creative (Copy, Design & Video)
- YouTube Ad Creative (Copy & Video)
- Google Display Ads Creative (Copy & Banner Design)
- Digital & Print Property Flyers

Distribution

- Multiple Listing Service (MLS)
- Popular Home Search Sites
- Facebook & Instagram Ad Audiences
- YouTube & Google Ad Audiences
- Proprietary Email List



Campaign Goals.

The primary objective of the marketing campaign is to find a buyer for your home. The criteria for meeting this objective include the following:

- Selling your home at or above market value.
- Achieving the sale within your preferences for timing.

Audience.

The target audience for your home is prospective buyers actively searching for homes within your home's price range, area, lifestyle, or any combination of these variables. We'll use information such as photos, video, and details about your home as the main benefit or value to attract the audience. This information will help them determine if your home meets their criteria and give them the opportunity to express their interest.

Positioning.

The message's positioning is the main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why we want your home to stand out from the competing houses.

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to another similar home for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers.

Example: Family home in top school district, backs to golf course and is within 20 minutes of the DFW Airport

Calls to Action.

Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. The following calls-to-action will be used throughout the marketing mix for your home's campaign:

- Schedule a Tour – Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is “See This Home.”
- Ask A Question – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home. This indicates a high-interest buyer. Typically, the next step for this viewer is to schedule a tour to see the home.
- Learn More – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include “See More Photos,” “Watch More,” and “Get Address & Details.”

Metrics

We utilize performance-based marketing practices to monitor and improve results as our campaigns are implemented. The following measurements (metrics) will be tracked during this campaign:

- # of views of listing ads
- # of landing page views
- # of inquiries about listing
- # of showings

Marketing Schedule

• Sign Posted in Front Yard	Once at Start
• Property Landing Page Published to Website	Once at Start
• Property Tour Video Added to YouTube Channel	Once at Start
• Agent Door Knocking with Printed Flyer	Once at Start
• Photos & Videos Posted to Facebook Business Page	Weekly
• Photos & Videos Posted to Instagram Business Account	Weekly
• Metrics Evaluation & Campaign Adjustments	Weekly
• Agent Feedback Report from Buyer Tours	Weekly
• YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
• Facebook Ad Campaign to Real Estate Interested	Ongoing
• Instagram Ad Campaign to Real Estate Interested	Ongoing
• Google Display Ads to Active Real Estate Searchers	Ongoing
• New Listing Email Announcement to Email List	Ongoing
• Listing Posted in Multiple Listing Service (MLS)	Ongoing
• Listing Syndicated to Popular Home Search Sites	Ongoing
• Open House Campaign & Event	Monthly

Market Positioning:

Pricing

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. first 7-14 days
- The number of showings will be 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 deliver the strong buyer activity we want.
- Many homes that start high end up selling below what they could have received.

Buyers and Sellers Determine Value

The value of a property is ultimately determined by what a buyer is willing to pay and a seller is willing to accept. Buyers make their pricing decision based on comparing your property to other properties AVAILABLE and SOLD in your area. Historically, your first offer is usually your best.

Estimating Sales Price:

Pricing & Positioning is my specialty! I excel at getting the highest price in the shortest time for my clients. Pricing a home correctly takes time, I would be careful of listing with an agent that recommends a firm listing price before staging and photography are completed.

Pricing Your Home

We'll work together to establish the best value for your home. Together, we'll review similar listings, recently sold properties, and all the details about your home to determine your home's current market value.

BEDROOM COUNT:

BATHROOM COUNT:

SQFT:

PREVIOUS PURCHASE PRICE:

UPGRADES: Tell me about everything!

SPECIAL FEATURES:

Estimated Sales Price:

I will provide a complete analysis of the estimated sales price and your expected bottom line.

About Sandy:



Sandy grew up in the DFW area and has been working in real estate for 20+ years.

She believes working locally and serving a few clients at a time is a key component to delivering superior service and results for her clients. She has earned a GRI (Graduate, Realtor® Institute) designation, the NAR e-Pro, as well as the C2EX REALTORS Commitment to Excellence Certification.

The experience obtained through years of customer service, business management, and the knowledge she gains every year with continuing education has helped mold her business into the winning team they are today.

Sandy and her husband Bo, have been married for more than 20 years. Together they own and operate two businesses, Sandy Bolinger Realty. Group and Bolinger Insurance Agency. Their dedication to service and clients keeps them busy but when they can they enjoy activities that include family time, traveling, outdoor activities, golf, and hanging out with their two dogs, Max and Piper. They currently have 3 beautiful granddaughters to enjoy and look forward to having more in the future. They are working hard to leave a legacy for their children and grandchildren, and the development of their two real estate businesses is a large part of their plan.

As a real estate expert in Denton County, Sandy brings a wealth of knowledge and expertise about buying and selling a home in 76226. Real estate is not the same everywhere, so you need an area expert you can trust for up-to-date local information.

Her goal is to connect individuals and families with their real estate aspirations to help build generational wealth, dreams, and memories.

Sandy Bolinger

YOUR LOCAL REAL ESTATE AGENT

(M)817-808-8582

www.SandyBolinger.com

Sandy Bolinger Realty Group
Keller Williams

The Path To # Sold



01

MEETING



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PRICING



03

STAGING



04

PHOTOGRAPHY



05

MLS



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MARKETING



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OFFER



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NEGOTIATIONS



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UNDER CONTRACT
OPTION PERIOD



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INSPECTIONS



11

NEGOTIATIONS



12

CLOSING

Love From Our Clients

Check out more reviews
on Google!

Sandy and Bo are simply the best. We've sold 6 homes over the years, and going with them on our most recent home sale was the best decision we could have made.

Here's why: They were always available, always professional, always right, and treated us like family. In a tough market, they sold our home for the full asking price in 2 weeks!! They knew exactly how to compete with all the new builds around us.

Thank you Bo & Sandy!

- The Underwood Family



Sandy is an excellent agent to work with. She is extremely knowledgeable about Canyon Falls and its amenities. Additionally, her professionalism is unparalleled. At the end of the day, it is clear that she cares about her clients and their individual needs. Her business is relationship-based in an industry that is all too often only transaction-based. I highly recommend Sandy!

Peter Wangoe - Buyer Northlake, Tx





SANDY BOLINGER



Sandy Bolinger

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SandyBolinger@kw.com

Keller Williams

<https://flow.page/sandybolingerrealtor>

My Digital Card

Add me to your contacts &
save it to your desktop for easy access

My Business Card

Recent Listings

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www.SandyBolinger.com

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Keller Williams

GO BUYER REGISTRY

THE EDGE YOU NEED
IN TODAY'S MARKET

SELLERbenefits

**ONLY kw GO AGENTS HAVE
ACCESS TO THIS REAL TIME
BUYER DEMAND**

- We already know who is pre-approved and looking for a home just like yours. Lower Your Stress!
- Our proprietary database of Buyers-in-Waiting usually means a faster and easier sale for you and your family!
- Judge the current demand for your home to make right-now pricing, and marketing, decisions!
- Lower the uncertainty, and increase your confidence, by knowing your agent has the best resources and tools in the industry!

Agents register their buyers wants and needs into our proprietary database. This allows sellers to calculate the demand for their home before it even goes on the market.

Contact us to get started with your *exclusive* home selling experience TODAY!



Sandy Bolinger, Realtor
sandybolinger@kw.com
817-808-8582

Notes

Call Sandy Bolinger to list the house. 817-808-8582

Listing Consult Appt Day & Time:

Staging Appt Day & Time:

Photography Appt Day & Time:

Listing Active Day: