

**kw**

KELLERWILLIAMS.  
REAL ESTATE



# PRE- LISTING PACKET



# WELCOME!

## MEET THE CREW

The Garrison Crew is a group of exceptional agents in the Greater Philly area committed to serving our clients with integrity and dedication. We strive to streamline the process by intently listening to our clients every step of the way. We understand the many factors involved in prompting a move can be overwhelming.

At the end of the day, it is all about what timing works best for you, not us. Our number one goal is that our clients feel genuinely cared for- so much so that they will trust us with their friends and family's moving processes as well. We are proud that the bulk of our

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**We love that our business is mostly referral-based; and the most important thing is doing an excellent job for our clients.**

*Garrison Crew*



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**85%**

REFERRAL  
BUSINESS

**70+**

TRANSACTIONS

**19M**

SALES

It can feel like details are endless when you're selling your property. It is our job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible.

Here is an overview of the steps we will be taking along the way.

LISTING  
CONSULTATION

# HOW IT WORKS

- 01** **Tour the property** (this is a quick 5-minute walk through)
- 02** **Discuss your timing to sell/move**  
We like to know what your next step is so we can help get you to where you need to be in the ideal time.
- 03** **Determine property value & pricing strategy**  
We do not decide how much your home is worth - and neither do you. The market does. It tells us where to price your property to sell and how to approach the marketing of your property.
- 04** **Sign the paperwork**
- 05** **Decide on listing dates for staging, photography and for the listing to go live**

Here are some factors that affect the value of your home:

Price, Location, Condition, Competition & Timing

# NEXT STEPS

## PREPARING THE HOME

Did you know most buyers make decisions about the property they see within the first 15 seconds of entering a home? You do not get a second chance to make a first impression- so here is some things we can do to make sure your home looks its best:

### STEP ONE

#### HOME STAGING

Home Staging is preparing your home to appeal to potential buyers and generate selling prices. We feel this is an important step and one not to be missed. We can provide a 2-hour Staging Consult with ReThink Home Interiors. Alternatively, we're able to provide a list of staging tips to prepare the home.

### STEP TWO

#### PROFESSIONAL PHOTOGRAPHER

We feel it is important to use a professional and will cover this cost as well.

### STEP THREE

#### CLEANING SERVICE & CARPET CLEANING

If cleaning is needed, we can connect our clients with reputable vendors.

### STEP FOUR

#### HOME REPAIRS

Handyman, Electrician, Plumber, etc. If repairs are needed, we can connect our clients with reputable vendors.



# OFFER + CLOSING

- We will require that all potential buyers be pre-qualified, so valuable time is not wasted.
- Each offer will be presented and discussed with you. We will point out the pros and cons of each offer and highlight the potential issues based on our experience.
- We will negotiate on your behalf the details and terms of your transaction with the other agent.
- Settlement will be prepared, coordinated, and finalized for you.



## BEYOND THE SALE...

- Do you need an agent to assist you in your relocation?
- Do you need a recommendation for a moving company?
- Would a moving checklist help?
- We are happy to refer you to great providers of other real estate related services.