KELLERWILLIAMS
REAL ESTATE

GARRISON CREW

PRE-LISTING PACKET

www.garrisoncrew.com

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 business comes from referrals!

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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%	70+	19M
REFERRAL BUSINESS	TRANSACTIONS	SALES VOLUME

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.

MARKETING

PREPARING THE HOME

We will create an effective marketing plan for your home using direct mail, e-mail campaigns, and social media.

We will also target local buyers and other prominent agents in the area to gain maximum exposure.

The amenities and beauty of your home speak for themselves but attracting buyers to your door is where our comprehensive approach is key.

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.
- We're here to make the sale of your home as smooth and stress-free as possible.