

THE OTEY REAL ESTATE GROUP

SELLER SUCCESS GUIDE & MARKETING STRATAGEY

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A STRATEGIC APPROACH TO SELLING YOUR HOME



I don't simply list homes — I position them to sell.

Every step of this process is designed to maximize your return while minimizing time on market through strategic pricing, presentation, and targeted marketing.

WHAT TO EXPECT

The Selling Process

- Home Preparation
- Pricing Strategy
- Marketing Launch
- Showings & Feedback
- Negotiation
- Contract to Close



PRICING STRATEGY

How Your Home is Priced

A Comparative Market Analysis (CMA) evaluates:

- Homes sold within the last 30 days
- Within approximately a ½ mile radius
- Similar square footage, beds, baths, and condition

Not all homes within a neighborhood are true comparable properties.

Online estimates and neighborhood opinions do not always reflect current market value or actual buyer behavior.



PROFESSIONAL PRICING GUIDANCE

Strategic Pricing Matters

As your agent, I provide a professional Broker Price Opinion (BPO) based on current market conditions and comparable sales data.

Homes priced correctly tend to:

- Generate stronger buyer interest
 - Sell faster
- Receive stronger offers
- Experience less market resistance



Overpricing often results in longer market time and lower final sales prices.

Seller understands that pricing outside of the recommended range may negatively impact overall market performance.

FIRST IMPRESSIONS MATTER

Why Photo Preparation Matters

Your home is viewed online before it is ever viewed in person.

Professional presentation directly impacts:

- Online engagement
- Showing activity
- Buyer perception
- Offer strength

A well-prepared home creates stronger first impressions and increases buyer interest.



Getting Your Home Show-Ready

Seller preparation may include:

- Decluttering and depersonalizing
- Deep cleaning
- Minor repairs and touch-ups
- Organizing storage spaces
- Enhancing curb appeal
- Neutralizing overly personalized spaces

Proper preparation helps maximize buyer appeal and overall marketability.



Staging

STAGING CONSULTATION

Strategic Staging Consultation

Proper presentation can significantly impact buyer perception, showing activity, and final sales price.

A professional staging consultant is available to:

- Evaluate your home
- Optimize furniture placement
- Recommend layout adjustments
- Enhance flow and visual appeal using your existing furnishings whenever possible

This service is designed to help your home photograph beautifully and create a stronger first impression online and in person.

Investment

Staging consultation and/or staging services are a seller expense.

Pricing varies based on:

- Home size
- Occupied vs. vacant property
- Level of staging needed

Professional staging recommendations are strongly encouraged to maximize marketability and buyer appeal.

Homes that are professionally staged or properly prepared often attract stronger buyer interest and stronger offers.



MARKETING STRATEGY

Strategic Marketing Plan

Your home will be launched using a comprehensive marketing strategy designed to maximize exposure and create strong buyer interest from day one.



INITIAL MARKETING INVESTMENT



Professional Marketing Investment

Marketing services include:

- Professional content creation
- Professional photography and/or video
- Dedicated property website
- Social media promotion and campaigns

Initial Marketing Investment: \$700 to \$1000

This investment is made to professionally position and market your property to buyers both online and within the agent community.

ONGOING MARKETING

Continued Exposure

Additional marketing efforts may include:

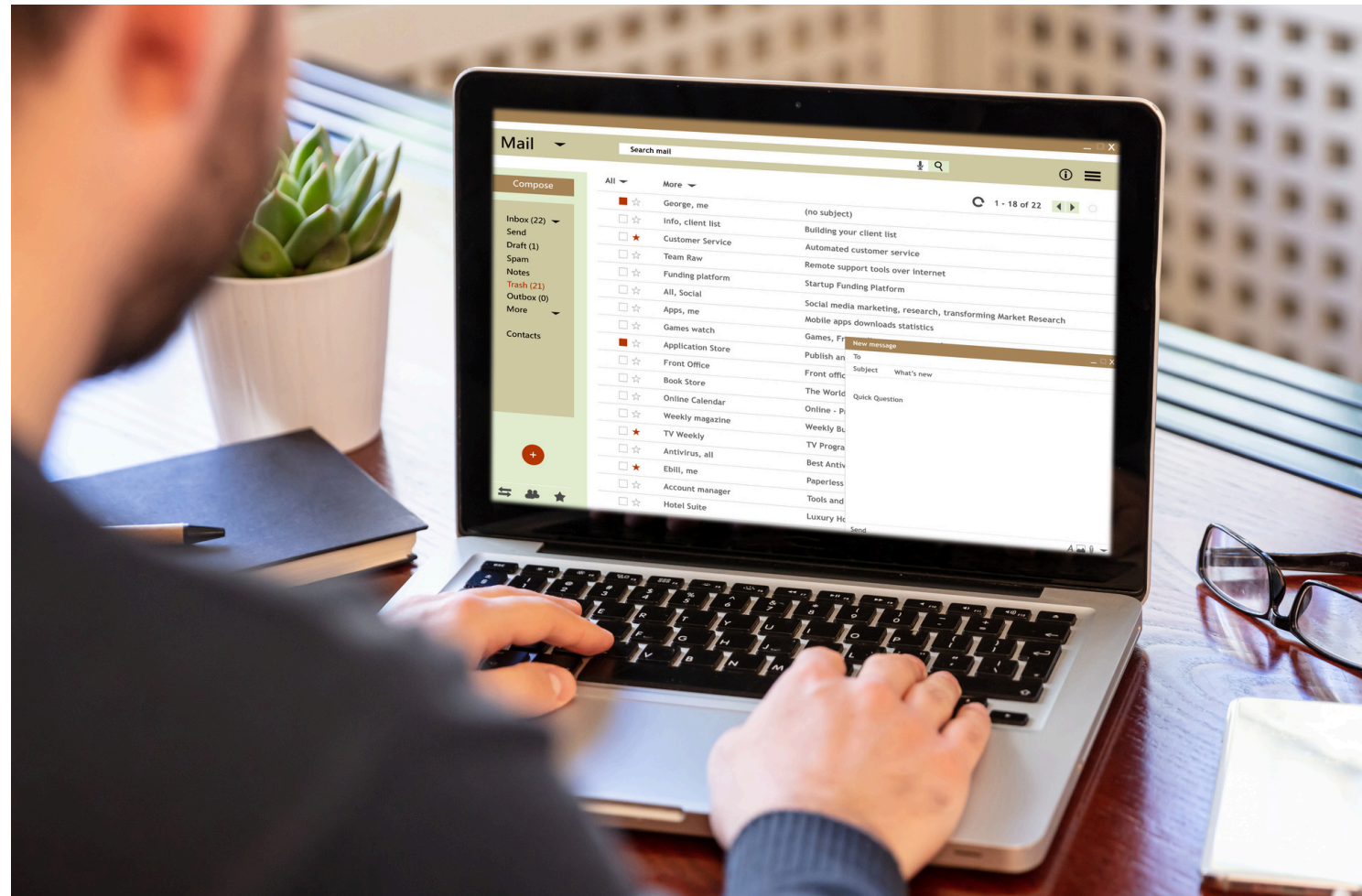
- Email campaigns to 2,500+ agents
- Open house promotion
- Price adjustment campaigns
- Targeted property exposure to surrounding markets

Approximate campaign investment: \$70 per campaign

Campaigns are typically launched:

- During open houses
- Following price adjustments
- During strategic marketing pushes





Strategic Market Positioning

The first days on market are the most important.

Marketing is intentionally front-loaded to create momentum, maximize visibility, and capture buyer attention while your property is new to the market.

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WHY THIS STRATEGY WORKS

MARKETING POLICY

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Marketing Commitment

Marketing is a real financial investment made on behalf of the seller.

To ensure consistency and professional execution:

- Marketing expenses may be paid upfront
- OR
- Marketing expenses may be reimbursed if the property is withdrawn, canceled, or removed from the market prior to closing.

Seller acknowledges that marketing investments are non-refundable once services have been completed.

SELLER RESPONSIBILITIES

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Seller Responsibilities

Seller agrees to:

- Maintain the property in show-ready condition
- Keep all utilities active during the listing period
- Maintain lawn and exterior appearance
- Ensure cleanliness for showings and inspections
- Respond to documents and communications in a timely manner
- Cooperate with agreed pricing and marketing strategies

Seller understands that delays in communication or document execution may negatively impact contractual timelines and negotiations.



AGENT RESPONSIBILITIES

What I Handle for You

As your listing agent, I will provide:

- Professional pricing guidance
 - Full marketing execution
- Weekly updates regarding market activity and feedback
 - Offer negotiation
- Contract management from listing to closing
- Ongoing communication and strategic guidance throughout the process



COMMUNICATION EXPECTATIONS

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##Clear Communication Throughout the Process

Communication includes:

- **Weekly market updates**
- **Showing feedback review**
- **Discussion of buyer activity and market trends**
- **Immediate communication regarding offers or important contract matters**

Regular communication ensures we remain properly positioned within the market.



Let's Position Your Home to Sell

My goal is to provide a smooth, strategic, and professional experience designed to help you achieve the strongest possible outcome for your home sale.

Thank you for the opportunity to represent you.

**L. Kaye Otey
The Otey Real Estate Group
SimpliHOM**

***Lets Position Your Home
to Sell!***