



YOUR HOME SELLER GUIDE

FROM JUST LISTED TO

*Sold*

HOMES SOLD BY SADIE

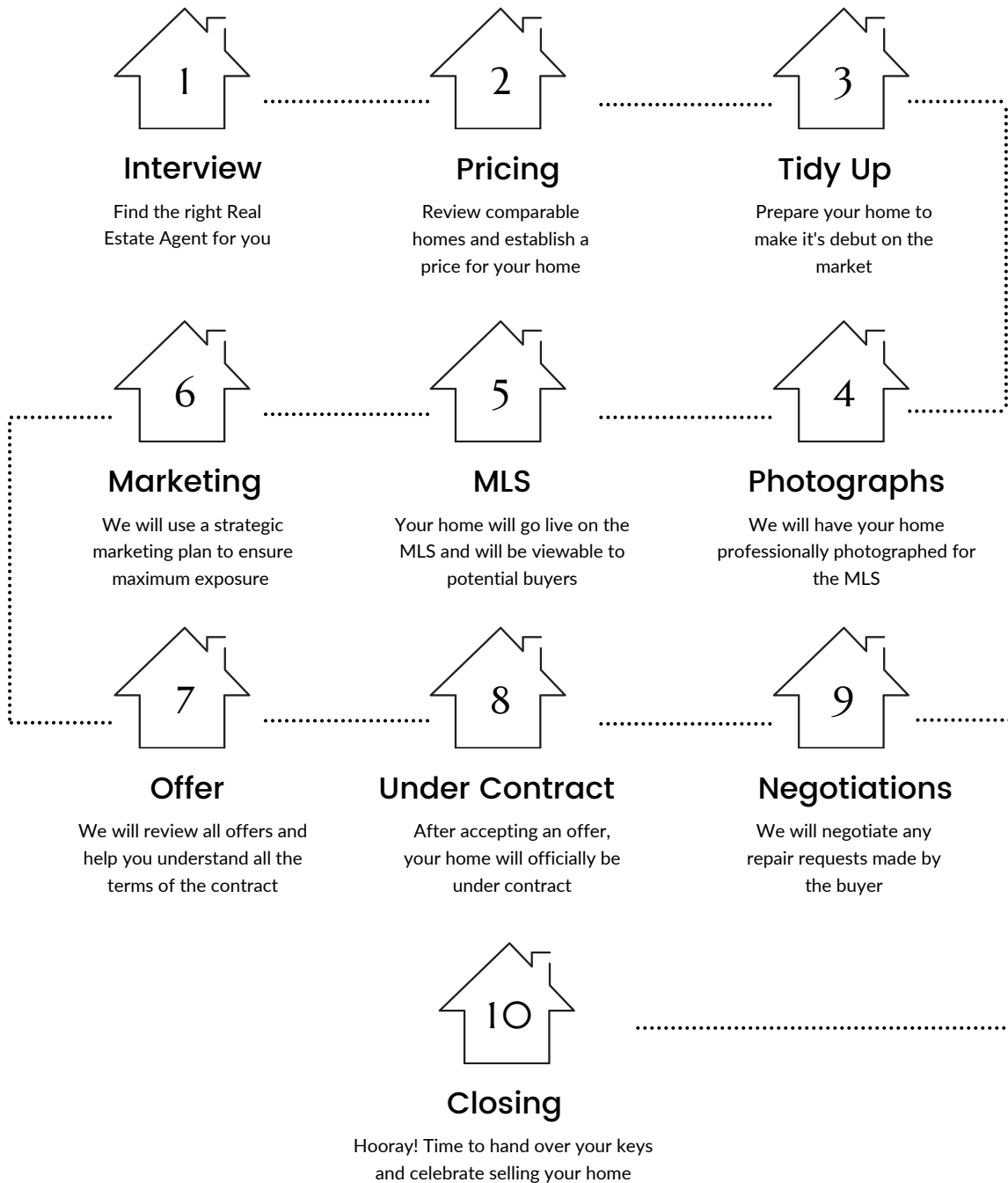


LUXE  
REAL ESTATE

FINDING YOUR HOME

# Our Proven Home Selling Timeline

## THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

# Our Proven Home Selling Timeline

## OUR SIGNATURE PROCESS

### STEP ONE

#### Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

### STEP TWO

#### Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

### STEP THREE

#### Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

### STEP FOUR

#### Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

## STEP FIVE

5

### Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

## STEP SIX

6

### Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

## STEP SEVEN

7

### Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

## STEP EIGHT

8

### The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.



YOUR HOME IS IMPORTANT TO ME

I believe in going above and beyond to provide top tier service & and exceptional client experience.

Over the past six years, I have had the privilege of gaining extensive experience in real estate sales, working with a diverse range of clients. My journey in the real estate industry has been characterized by a commitment to excellence, client-centric service, and a passion for helping individuals find their perfect homes.

Whether you're a first-time homebuyer, a homeowner looking to sell, or an experienced investor, my personalized approach ensures a seamless and stress-free experience throughout the entire buying or selling process. With my keen eye for detail, strong negotiation skills, and commitment to exceptional customer service, I have built a reputation for delivering outstanding results.

*Sadie Arseneault*

TEAM LEADER OF LUXE REAL ESTATE TEAM

SERVING ALL OF HAMPTON  
ROADS



LUXE  
REAL ESTATE



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# Client Testimonials

## MEET SOME OF OUR HAPPY CLIENTS

### *Rima Seraoui, Buyer*

Amazing experience with Sadie. She was always available, very knowledgeable, and extremely responsive. Thank you so much for all the great work you put in to help us finalize on our wonderful home. We are endlessly grateful to have you as an agent and couldn't be happier with the way everything worked out.

### *Michael Green, Seller*

Worked hard to help find us a home, negotiate a good deal and was supportive and attentive throughout the process. She possess local knowledge, process expertise, responsiveness, and negotiation skills.

### *Jackie Thomas, Out of State*

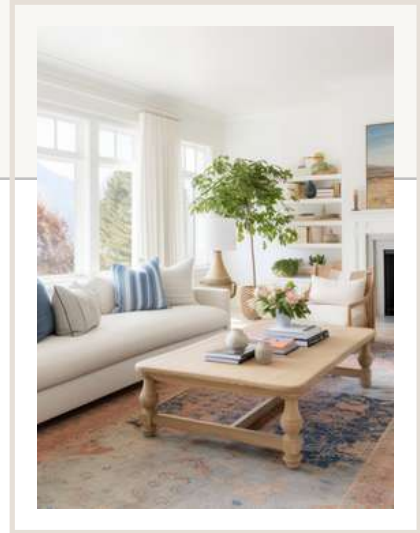
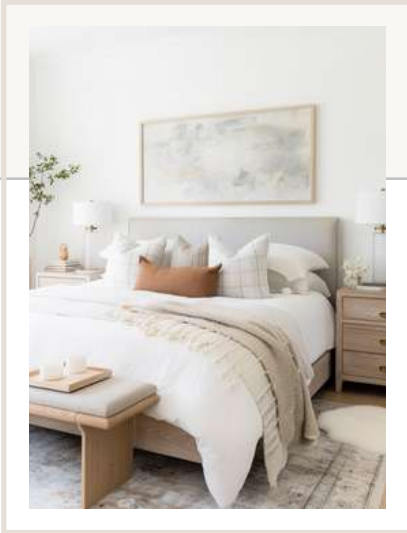
I don't know how we would've purchased a home without Sadie - my partner and I needed to purchase a home remotely, so our entire home-buying process happened online/over FaceTime. This would've been intimidating for us, first-time homebuyers, without Sadie's expertise. She toured every home we showed interest in and included us over FaceTime, giving an honest assessment of each property. Sadie was always available via text, call, and e-mail, often dropping everything to make sure we could see a house. She connected us with an incredible lender and negotiated for the seller to pay a sizeable amount of closing costs, something almost unheard of in this market.



HELPING YOU NAVIGATE THIS SEASON

# About Your Situation

## UNDERSTANDING YOUR GOALS



01

### Your Why

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Why are you moving? What is the deadline for needing to move by?

02

### Your Plan

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What will you do if your home doesn't sell in the expected timeframe?

03

### Obstacles

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Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



OUR STRATEGY

# Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.



## THE TOP THREE

# Pricing Factors To Consider

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*01.*



### The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

*02.*



### The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

*03.*



### Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

# Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

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*Our goal is to price your home correctly the first time.*

FROM JUST LISTED TO SOLD

# Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



Create a professional  
listing flyer & in-home  
marketing book



Informative &  
engaging MLS listing  
description



Expose to my associates  
at bimonthly business  
meeting



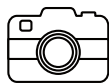
Strategic & targeted  
post card campaign



Hold Open House 1-2  
weeks after placing  
property on the market



Promote at a Realtor  
Open House  
Luncheon



Use high resolution,  
professional quality  
photography



Target one-to-one social  
media advertising



Door-knock the  
neighborhood & pass  
out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

## SELLING YOUR HOME

# Photo Prep Checklist

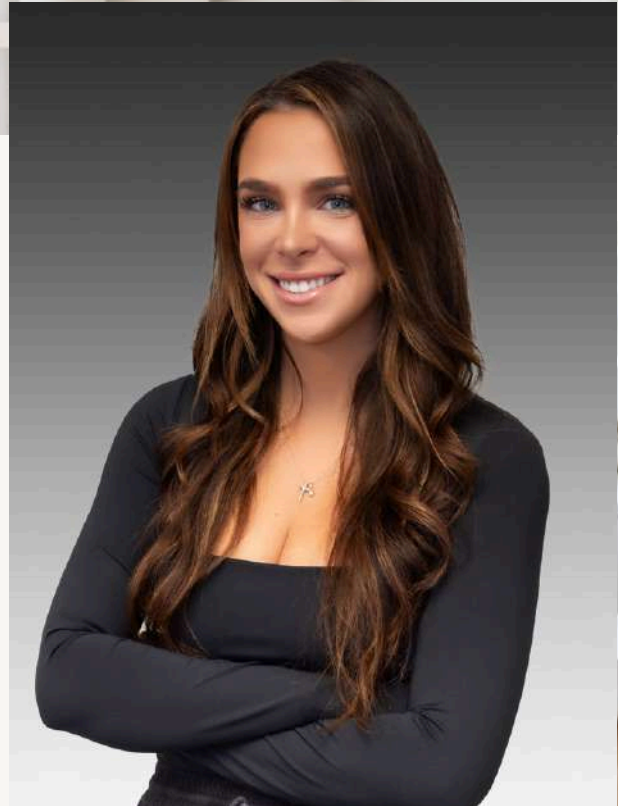
### PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area

YOUR HOME IS IMPORTANT TO  
ME

Thank you for choosing  
me to help you in the  
task of selling your home.  
I look forward to working  
with you to help you  
achieve all of your real  
estate goals.



*Sadie Arseneault*

SERVING ALL OF  
HAMPTON ROADS



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