



SELLING YOUR HOME THE RIGHT WAY!

Making Your Relocation Process
As Seamless As Possible



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Signature
Sotheby's
INTERNATIONAL REALTY

The Home Selling Journey

Here's how we'll make it happen — step by step.

Step 1: The Consultation

We'll walk through your goals, timeline, and expectations. I'll pull up local market data, show you what's selling nearby, and help determine where your home fits into today's market.

Step 2: Home Prep & Strategy

This is where we make your home show-ready. I'll share my prep checklist, schedule professional photography, and decide if staging or simple design tweaks will make an impact.

Step 3: Pricing for Success

Pricing is both an art and a science. I'll analyze comparable sales, absorption rates, and buyer behavior to find your “sweet spot” — high enough to maximize value, realistic enough to drive interest.

Step 4: Marketing Launch

Your home goes live on the MLS, Sotheby's international network, and gets pushed through my video-driven marketing channels — YouTube, Instagram, Facebook, and TikTok — targeting buyers who are actively searching in your area.

Step 5: Showings & Feedback

I'll manage the scheduling, communication, and feedback loop so you know what buyers are thinking and where interest stands.

Step 6: Offer & Negotiation

Here's where the fun starts. I'll walk you through every offer, explain the fine print, and use my negotiation strategy to secure not just a deal — but the best deal.

Step 7: Closing & Beyond

Once the sold sign goes up, I'll guide you through inspections, appraisals, and closing. And even after the sale, I'll stay in touch — because I want to be your lifelong Michigan resource, not just your agent.

Pricing Strategy That Works

Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are location and condition. Generally, fair market value can be estimated by considering the comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.



The Pre-Listing Power Checklist

A clean, neutral, and well-staged home sells faster and for more money — period.

Here's what I'll help you tackle before we go live:

- Deep clean & declutter — less stuff = more space.

- Touch up paint and fix small repairs.

- Neutralize décor (let buyers imagine their own life here).

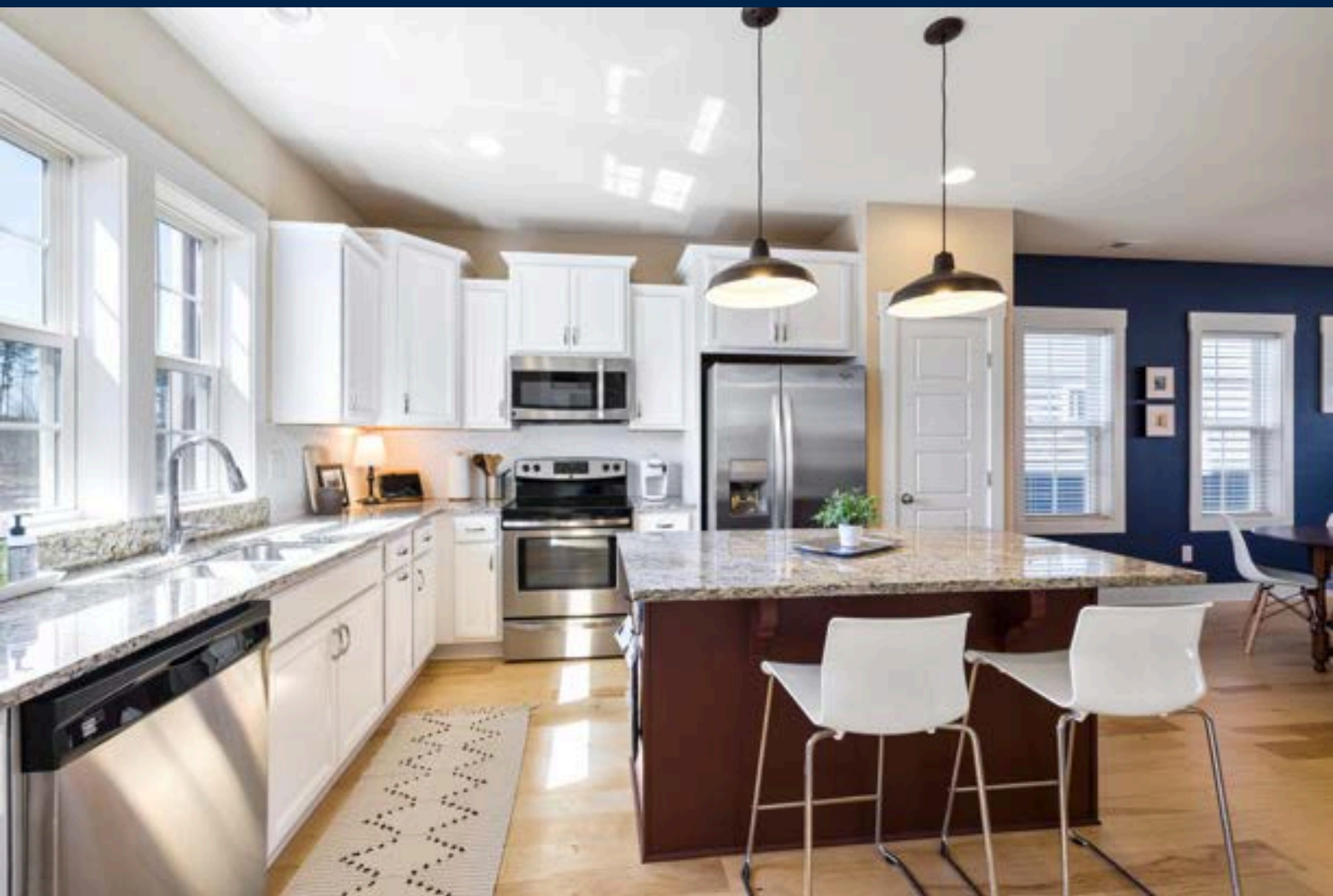
- Replace burnt bulbs, clean windows, and brighten rooms.

- Enhance curb appeal — fresh mulch, trimmed bushes, a clean welcome mat.

- Hide personal items and valuables.

- Set the vibe: light scent, soft music, warm lighting for showings.

I'll walk you through what matters most — no guessing, no endless weekend projects.

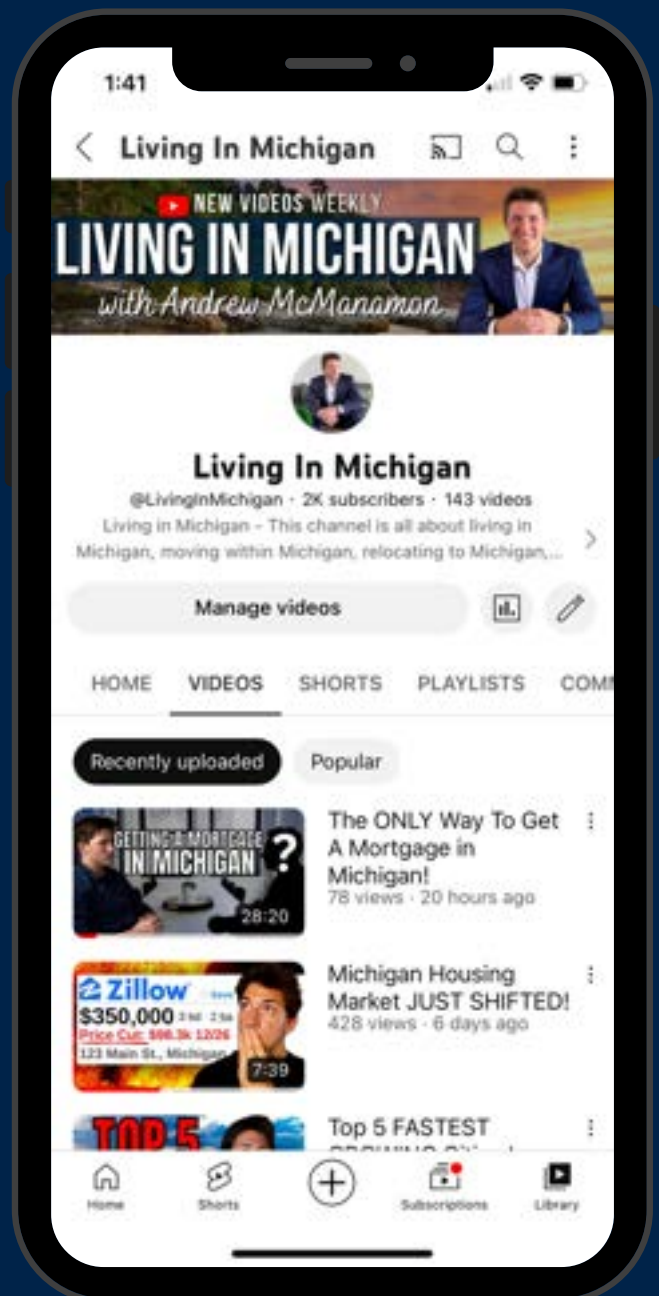


Relocation Specialist

The bulk of my clientele comes from relocation opportunities. I create hyper focused content to help people all over the country move to the state of Michigan, which increases exposure for your home not just locally, but globally. Getting in front of people who have gone through the relocation process like yourself by creating videos highlighting factors to consider before making the move: cost of living, pros and cons, lifestyle, etc.

I have helped countless people move from each corner of the globe creating video content with the following topics:

- **Cost of Living**
- **Home Prices**
- **Pros and Cons**
- **Things To Do**
- **Location Offerings**
- **Housing Market Updates**
- **Homes For Sale**



The Best Marketing Wins

There's often a misconception when it comes to selling a home, and that's thinking every real estate professional does it the same, because oftentimes their compensation is the same, but that can't be any farther from the truth. Selling a home isn't just throwing a sign in the yard, taking listing photos with a Motorola flip phone and maybe holding an open house the first weekend, there's a strategy to it!

With the utilization of video, I am able to showcase your home and the lifestyle it creates to cater it to potential buyers across the globe.

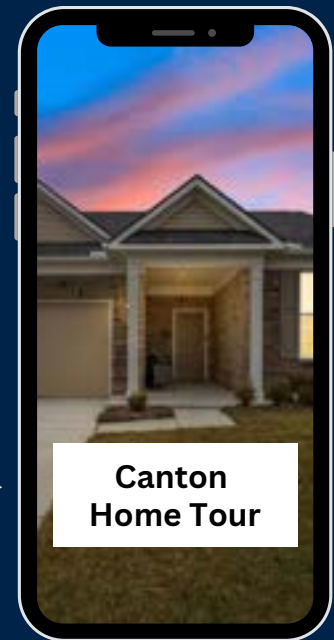


"Lifestyle marketing videos create a way of life in a home that couldn't be seen by pictures alone."

- Andrew McManamon

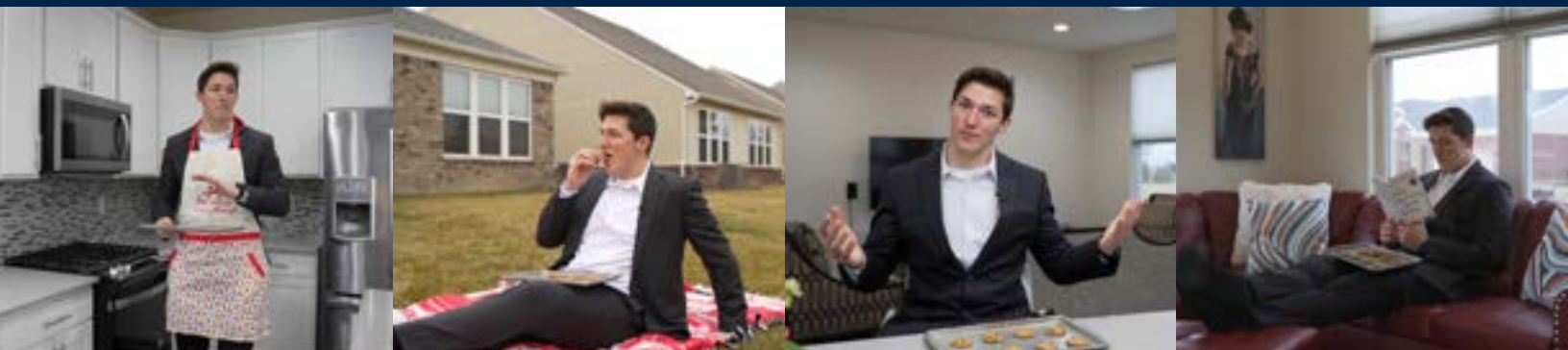
Real Life Testimonial

With the utilization of SEO (search engine optimization), Era's home was able to be seen by people who were actually looking to purchase a home in the area



Over 2,700 views on Era's home tour on YouTube alone from individuals who searched for "New Construction Homes In Canton Michigan" which resulted in a buyer for her home.

Not only was this video placed on YouTube, it recieved thousands of views on Instagram, Tik Tok, and Facebook with organic and paid reach



We all have dreams, and they are as vast and varied as the world is wide. But they all start with inspiration, and inspiration starts with our surroundings. That's what home is. Family. Friends. A sense of place. An amazing view. It is all part of what makes a space a home, because your home is where you truly LIVE. As a leading luxury real estate brand, Sotheby's International Realty® understands that your best life begins with a home that inspires you.



An Iconic Brand

Building on the centuries-long reputation of the preeminent auction house, the *Sotheby's International Realty* brand is recognized globally. Our legacy of quality service and expertise is unmatched.



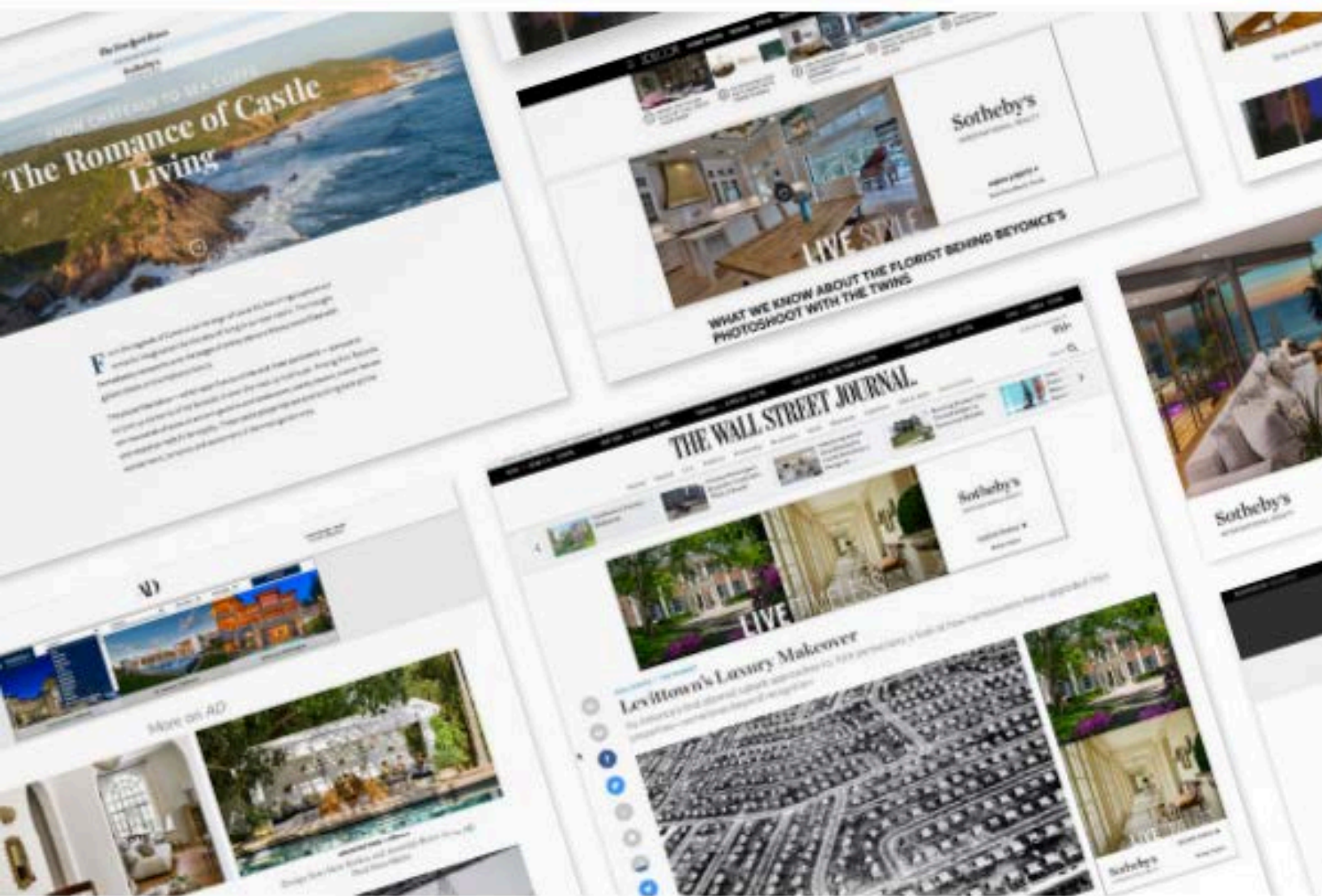
A Global Connection

When a home is represented by the Sotheby's International Realty® brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network of residential brokerage companies are located in 70 countries worldwide, making *Sotheby's International Realty* a truly global real estate brand.



Brand Heritage

Recognized worldwide, the prestige of the Sotheby's brand is unparalleled. The acclaimed auction house, established in 1744 in London for collectors of art and other fine possessions, expanded to New York City in 1955. *Sotheby's International Realty* inherited the iconic brand name, building on its legacy by delivering unrivaled real estate services.



Brand Marketing

High-quality, richly illustrated and engaging content delivered across multiple platforms inspires our global clients.

Because purveyors of fine art and possessions are equally passionate about their homes, we take pride in showcasing our properties in high-definition video, virtual reality tours, and rich photography. These engaging formats are designed to inspire buyers and sellers in all phases of their journey.



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luxury real estate



Targeted Advertising

With an emphasis on exclusivity, the *Sotheby's International Realty* advertising plans are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey. Our robust digital and print strategy is aimed at showcasing homes to highly-qualified homebuyers.

The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL

ARCHITECTURAL DIGEST

AD

ELLE DECOR

dwel

VANITY FAIR

VOGUE

FINANCIAL TIMES

THE  TIMES

THE ECONOMIC TIMES

JamesEdition

LUXURY ESTATE

PropGOLuxury

Google



NIKKEI

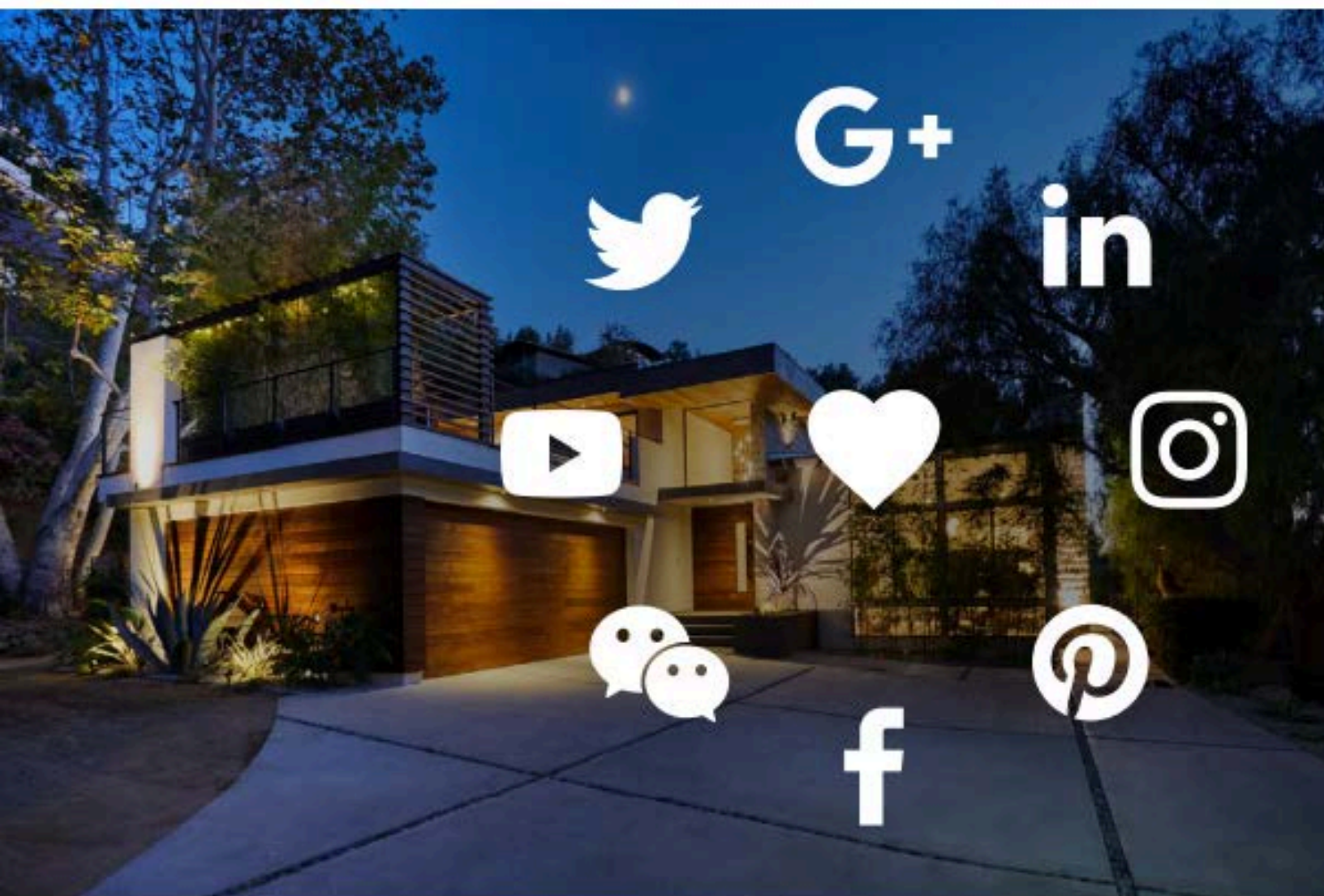


Emirates



Media Partnerships

We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning and international impact enable the *Sotheby's International Realty* brand to successfully connect with a global clientele.



Social Media

We actively engage with online networks of people passionate about fine living. The *Sotheby's International Realty* brand creates exclusive content on multiple social media platforms, including Twitter, Instagram, Pinterest, LinkedIn, WeChat and on our very own Extraordinary Living Blog. Facebook is the top referring source of traffic to sothebysrealty.com. Additionally, the *Sotheby's International Realty* YouTube channel has more subscribers than any other real estate brand.

GALLERY

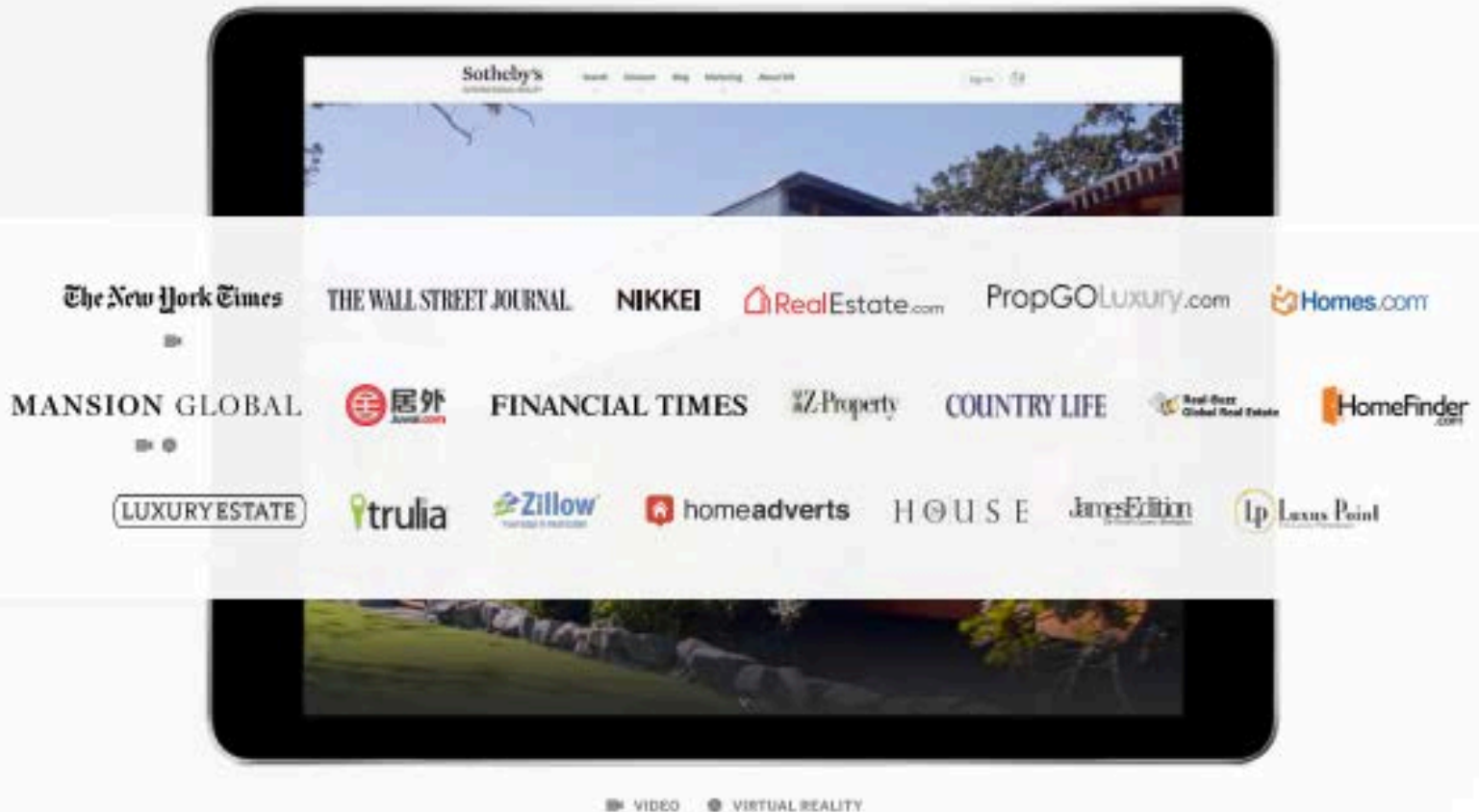
Photos and videos from 46 Masefield Close



Reset Layout

sothebysrealty.com

The art of marketing a property is based on showcasing each home's unique character. In 18 languages, our enhanced editorial approach on sothebysrealty.com enables millions of viewers to immerse themselves in our collection of 3D virtual reality tours, high-definition videography and high-resolution photography. This content rich experience is more effective in driving perspective buyers to sothebysrealty.com and engaging them once they arrive.



Property Distribution

Our global property marketing partners include the most authoritative news, lifestyle and financial voices, as well as real estate-centered websites. Additionally, once a home is showcased on sothebysrealty.com, it is exclusively marketed on more than 100 *Sotheby's International Realty* affiliate websites around the world. Results are measured with a variety of analytics and reporting tools, which enable sales associates and clients to refine a marketing campaign's impact.

Open House Action Plan

- Sign-in sheet to gather information to pre-qualify attendees and for safety precautions while touring your home
- Raffle opportunities to increase personal touch and interaction
- Presented feature pieces to draw attention to qualities of your home
- 50+ postcards/flyers passed out to neighbors to increase attendance
- Email invitation to other brokers and agents
- Targeted social media advertisement to increase awareness and drive potential buyers to the open house
- Follow-up post open house with attendees

OPEN HOUSE



Flyer Example



WELCOME TO YOUR NEW HOME!

INSERT ADDRESS HERE

2  2  1,804  2021 

Your new home is HERE! This 2021 1,804 sq ft open concept ranch situated on a corner lot in Canton's Grandview Estates community, is nothing less than PERFECTION! This space is catered to comfort and entertaining due to its spacious gathering room that opens up the kitchen and living areas, while also including some coziness with its window wrapped sunroom. This home features a breathtaking primary suite with a standing shower and soaking tub which then leads to a spacious walk-in closet, along with 9ft ceilings, SS appliances, quartz countertops with soft close cabinetry, along with smart home options for surround sound and electric vehicle charging in the 2+ car attached garage. I know what you're thinking, this layout and décor will be hard to replicate, so ALL FURNITURE AND DECOR is negotiable with the home! This home is also equipped with a Pulte Homes transferable home warranty maintained by Pulte Homes. The time is NOW to call this place your home, or someone else will... Schedule a showing today.

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Client Testimonials

This young man is the finest professional I have ever encountered. To clarify my credentials I spent 22 years serving my government, and circumnavigated the earth two times over six combat deployments. I know people. Andrew, is one of the finest human beings I have ever encountered and from start to finish, he was there at all hours of the day and night to answer any questions we had regarding the sale of our beloved home. His reputation is sterling, and it is my opinion that it will remain so for eternity. If you do not trust him with the sale or purchase of your domicile you are doing yourself a great disservice.." -Justin

"My wife and I began the search for the house we would be bringing our daughter home to back in January. With little knowledge on the process, needless to say we were overwhelmed. After a short conversation with Andrew, I knew I had found a person I could trust to help us with this seemingly enormous task. Throughout the last few months Andrew has made the entire process of finding, and eventually buying our home as easy as possible. I cannot give a higher recommendation, he did a fantastic job, saving us money and headaches at every turn. I consider Andrew to be a good friend, great real estate agent, and an even better person. If you're looking to buy or sell a home, definitely consider giving him a call! Thanks again Andrew!" -Jason & Elizabeth

"My husband and I had an amazing experience with Andrew McManamon. He showed us every house we wanted to see and had no issues with traveling. He also has a vast knowledge about houses and can point out any issues easily. We found an amazing home at an amazing price thanks to Andrew." Danny + Dana

"We had such a great experience selling our home with Andrew. He was eager, responsive, thoughtful and most importantly, he knew what he was doing and he gave us sound advice throughout the process. Andrew will be helping us with our new home search, and we feel very fortunate to have him!" - Jessica & Jeff N.

"Andrew McManamon sold our mother's home and had us prepared in such a way that we were able to accept a cash offer (above asking price), the first day. Andrew then secured a condo for my mother and worked through both processes in less than a month! The communication is second to none with Andrew and his professionalism and determination cannot be matched. Highly recommend Andrew McManamon." - Chena & Dave B.



Other Resources + Links

- [16 Tips For Boosting Your Curb Appeal](#)
- [9 Best Kept Secrets For Selling Your Home](#)
- [9 Things To Do Before Selling Your Home](#)
- [Sell Your Home](#)
- [Living In Michigan Blog](#)
- [Home Marketing Video Examples](#)



THANK YOU FOR THE OPPORTUNITY

Selling your home is a big deal and I take the task very seriously. Buying and selling a home is a huge financial investment in your lifetime, and the fact that you have considered me to help you accomplish this, means the world to me! I will not let you down and I will work hard to make sure your expectations are not just met, but exceeded. I appreciate you taking the time to review this presentation and I truly look forward to working to sell your home.

Your Friend and Trusted Realtor,

Andrew McManamon



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