



A FAMILY-FIRST
EXPERIENCE

Seller's Guide





Contents

The Right Time.....	4
Preparation is Key.....	6
The Price is Right.....	8
Maximum Exposure.....	10
We Want to Help.....	12
Our Team Philosophy.....	14



The Right Time

Timing plays a significant role in selling your home quickly and for the most money. But you can't always sell your home in sunny Spring during a seller's market. When it comes down to it, the best time to sell is the best time for you. We can help you get your home ready in whatever your season.





Preparation is Key

A lot of preparation goes into getting your home ready to sell. The last step is putting that sign in the yard and opening your doors to prospective buyers. We'll do a preliminary walk through and give you advice on what you need to do to get the most bang for your buck. Ask us for your free Home Prep Checklist!



Figure A.

The Price is Right

The right price is important-RIGHT AWAY. Overpricing your home can cause you to miss the buyer excitement associated with a new listing (see Figure A). Many homes that start too high, end up selling below market value because they missed this window.

We'll thoroughly research comparable homes and provide you with all the information you need to make a sound decision about where to price your home. Ask us for a FREE Comparable Market Analysis of your home today.

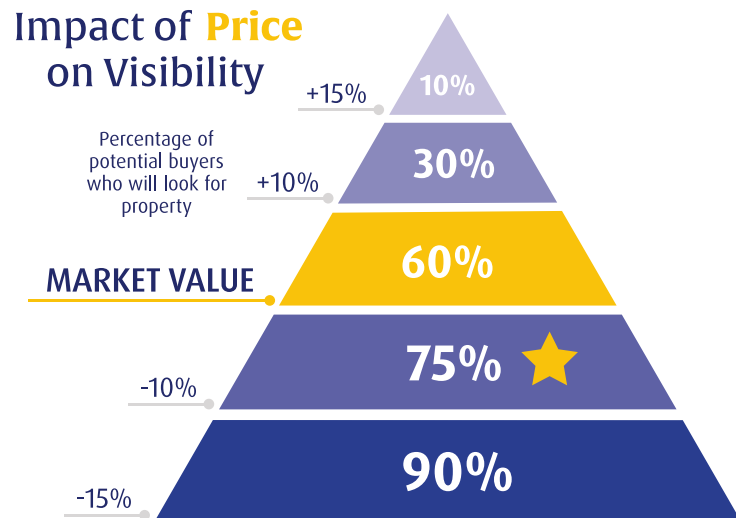


Figure B.

Instead of trying to 'win' the negotiation with one buyer, price it to maximize demand. Don't fight with a buyer over the price; let multiple buyers fight with each other over your home (see Figure B).





Maximum Exposure

It doesn't matter how nice your home looks if buyers can't find it. We use a powerful marketing strategy to gain the most exposure for your home. Since 90% of homebuyers start their search online, we will market your property with a custom property website, featured listing status on our website, listing syndication (on Zillow, Realtor.com, Trulia, etc.) and our social media sites.

Along with professional photography, a Matterport 3D Virtual Tour and high quality print materials, we'll place your home in front of buyers and keep it there. Call us to discuss our marketing plan for your home!



We Want to Help

Showings, buyer's agents questions, sales contract review, inspections, title and lender communications-Oh My! Once your home is on the market, the fun begins. We will be there

every step of the way to help you navigate through the selling process. Our goal is to make selling your home stress free-from beginning to end.





Our Team Philosophy

The Realtors® of Team Jed hold fast to the principle “It’s not about me!” Buying or selling your home is all about you and your family. When you’re choosing a Realtor® to work with, we want you to know what separates us from the rest.

- ✓ Our Philosophy: Be truthful, objective, honest, and responsible!
- ✓ Communication is key! When you call us, you will get us!
- ✓ While we are supported by an incredible staff, your agent will always be involved in every aspect of your transaction.
- ✓ We use the latest technology in communication and marketing.
- ✓ We’ve been helping clients buy and sell homes since 1988. We know the area, and we know how to help you negotiate the best deal.
- ✓ We have long term, quality relationships with many vendors in the real estate industry (other agents, appraisers, lenders, inspectors, and contractors).



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