

Home Sellers



**REAL
CREATIVE
GROUP**

OF DOUGLAS REALTY

SMALL TOWN *Roots*, WORLD CLASS *Results!*



As a lifelong resident, I've experienced firsthand what makes Maryland such an amazing place to live, work, and play. Having the opportunity to serve our community as a local Realtor is a great honor.

With my background in marketing, I leverage technology to connect with more home buyers and help sellers achieve the highest possible sales price in the fastest time. If you're thinking about making a move, let me show you how my local knowledge and experience simplify the home buying and selling process, helping you achieve your real estate goals effortlessly.

James Bowerman

Digital Marketer + Realtor®

410-971-8004

james@realcreativegroup.com



HOME SELLING PROCESS

As your trusted advisor, I'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.



APPEARANCE & CONDITION

PREPARE *for a* SUCCESSFUL SALE

The first-step in the selling process is to increase the visual appearance and improve the condition of your home so that it appeals to potential homebuyers. My five-point staging audit is a great place to start:

- 1 Curb Appeal**
Make a good first impression
- 2 Lighten-up**
Let in the sun and use neutral colors
- 3 Depersonalize**
Pack up family photos and items
- 4 Declutter**
Create more usable space
- 5 Decorate**
Focus on the functionality of the room

Complimentary Moving Boxes

Receive our personalized moving package to help you start organizing your home and create a neat, decluttered space that appeals to potential buyers.



82%

Eighty-two percent of buyers said staging a home made it easier for them to visualize the property as a future home.

Source: NAR <https://www.nar.realtor/research-and-statistics/research-reports/profile-of-home-staging>

INTELLEGENANT PRICING *and* TIMING

No two homes are identical, which is why choosing a sales price for your home can be challenging. That's where the comparative market analysis, or CMA, is most useful.



What is a CMA?

The Comparable Market Analysis is a side-by-side comparison of homes for sale and homes that have recently sold in the same area and price range. This information is further sorted by data such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and other features. The purpose is to show estimated fair market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

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.

How should I price my home?

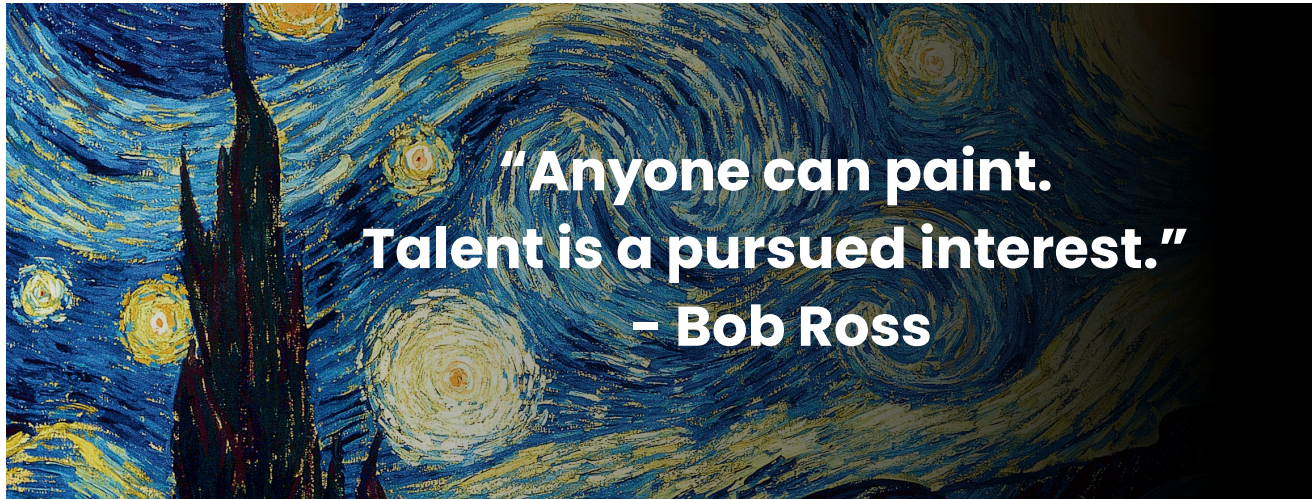
Above Market Value - Sends a message to buyers and their agents that you are not serious about selling. This leads to increased time on the market, low-ball offers, and less favorable terms. Unless there are NO comparable homes, I do not recommend this strategy.

Fair Market Value - Lets buyers and their agents know you're serious about selling. This results in good showing traffic, serious offers, and favorable terms that can be negotiated.

Below Market Value - This strategy usually generates the most interest, creating multiple offers like in an auction, that drives up the price and results in the best terms.

Your best chance of selling your home for top dollar is in the first two weeks when it is new and exciting to buyers and their agents. If you don't get many showings or offers, you've probably overpriced the home. Since you can't change the location, you'll have to either improve the condition or lower the price.

MARKETING *that* MOVES YOU



You only get one chance to successfully bring your home to the market. Our proven strategy has helped our clients reach hundreds of thousands of buyers, resulting in a higher sales price and fewer days on market!



Office Exclusive

Think of this as a private screening. Your home can be shared to other agents at Douglas Realty. Property details aren't disseminated and won't appear on public home search websites. Listing as an Office Exclusive allows us to test our pricing strategy, get exposure and feedback from top agents in my brokerage, and even entertain offers.



Coming Soon

Similar to a movie trailer, Coming Soon gives us a valuable opportunity to start promoting your home to create awareness and build demand among potential buyers – appearing on the MLS and popular consumer websites without accruing days on market. Showings are not allowed during this time which can be up to 21 days.



Just Listed

Now we roll out the red carpet for your homes big premier. Statistically the best day to go active is on a Thursday, which will be followed by an Open House on Saturday the very first weekend. Buyers who have been eagerly anticipating the ability to tour the home now have their opportunity, and this wave of activity often results in a quick sale.

MARKETING SERVICES

MAXIMIZE *your* EXPOSURE

Choose a custom package that fits your needs and budget.

	Basic 2.5%	Standard 3%	Premier 3.5%
Home Evaluation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
For Sale & Directional Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lockbox	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Professional Photography	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Featured Video Tour	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Listed on MLS and Online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Open House(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printed Color Flyers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Showing Management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Settlement Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Aerial Photos & Video		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Twilight Photography		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cinematic Video Tour		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Virtual 3D Tour		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Floor Plans		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Zillow Home Showcase		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local Agent Campaign			<input checked="" type="checkbox"/>
Google Ad Campaign			<input checked="" type="checkbox"/>
Social Media Ad Campaign			<input checked="" type="checkbox"/>
Direct Mail Campaign			<input checked="" type="checkbox"/>
Professional Home Staging			<input checked="" type="checkbox"/>

PROFESSIONAL PHOTOGRAPHY

A PICTURE SPEAKS a THOUSAND WORDS



Our photographers will capture your home and professionally edit only the best high-quality photos which will make your home stand out and increase engagement.

The numbers game:

- Better Photos
- Get More Views
- Get More Showings
- Get More Offers
- Resulting in a Higher Sales Price



95%

Ninety-five percent of home buyers use the internet to search for homes.

Source: NAR <https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends>

CINEMATIC VIDEO TOUR

ENGAGE BUYERS *with* CUSTOM VIDEO



Every home has benefits that go beyond the visible details. We will produce a cinematic video that highlights not just the best features of the home, but the lifestyle that comes along with it.

We make your home famous!

- Lifestyle Focused Narrative
- Includes the Human Element
- Impressive Aerial Footage
- Professionally Filmed and Edited



82%

It's estimated that by 2022, eighty-two percent of the global internet traffic will come from video streaming.

Source: Cisco, 2019

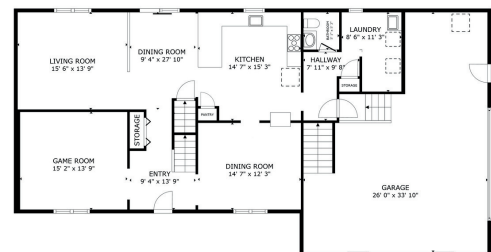
VIRTUAL 3D TOUR

TAKE YOUR HOME *to a* NEW DIMENSION



Leveraging the latest technology, we will create an interactive 360 degree virtual tour that home buyers can access on a number of different platforms, including Virtual Reality.

These engaging experiences increase your homes exposure, and provides home buyers the opportunity to explore your home in its best light, without leaving their couch.



300%

People are shown to be 300% more engaged with a Matterport 3D virtual tour than they are with 2D imagery.

Source: Matterport <https://go.matterport.com/virtual-tours-general.html>



SHOWCASE BY ZILLOW

STAND OUT *on the* #1 REAL ESTATE APP



Exclusive access to Showcase your home on Zillow with an elevated, media-forward design. From prioritized placement in search results to dedicated email blasts. It's the ultimate marketing solution that puts your home on full display.

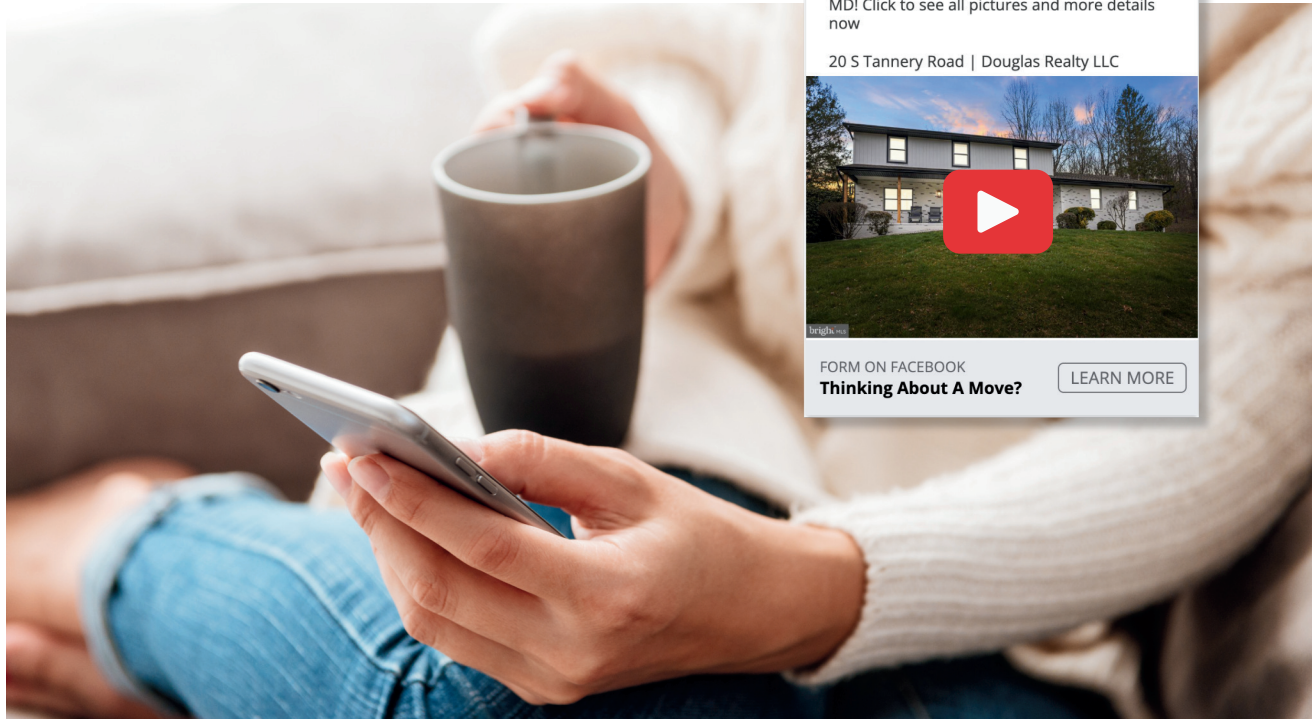
- Amplified exposure in personalized Zillow searches
- AI-powered immersive visuals and innovative listing design
- Eye-catching icons and markers in Zillow search

81%

More page views compared to non-Showcase listings on Zillow.

Source: Zillow Showcase <https://showingtimeplus.com/solutions/listing-showcase>

EYE-CATCHING DIGITAL ADS



Utilizing digital ads optimized for Meta and Google is a strategic way to showcase your home to a targeted audience that is more likely purchasing a home soon. By tailoring the ads to reach the right demographic, we can increase the chances of attracting potential buyers and generating valuable leads.

This approach not only maximizes the visibility of your property, but also enhances the efficiency of our marketing efforts, ultimately leading to a more successful selling experience.

147

As of 2022, the average daily social media usage of internet users worldwide amounted to 147 minutes per day.

Source: Statista <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>

PRINT ADVERTISING

BUILD DEEPER INTEREST *with* MULTI-CHANNEL MARKETING



From brochures and postcards to social media and emails, our marketing collateral effectively communicates your property's story and attracts more potential buyers.

400%

The increase in effectiveness of online campaigns when combining print and digital ads

Source: Top Media Advertising <https://financesonline.com/print-marketing-statistics/>

EXCLUSIVE REALTOR ACCESS

LEVERAGE *our* PROFESSIONAL NETWORK



Targeted promotional efforts to my personal and industry connections. We'll pinpoint top agents who have listed or sold similar properties in the area, as well as feeder markets.

Recognized as a Top Producer

The reality is that the top 20% of real estate agents are responsible for 80% of the transactions. Recognized in the top 4% in the region, I have earned a reputation granting me access to multiple exclusive local and national real estate groups.



87%

Eighty-seven percent of buyers recently purchased their home through a real estate agent or broker.

Source: NAR <https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers>

KEY METRICS *and* MARKET INSIGHTS



Competitive Market Activity

I will monitor and track key metrics in order to provide insights on our marketing efforts and measure the results against comparable homes on the market. This will include data available from the MLS and other popular consumer platforms.

- Property Views
- Property Saves
- Number of Showings
- Days on Market

Showing Management

Communication is important to us, and ShowingTime is an app that allows you to control appointments and see what buyers are saying.

- Confirm appointments
- View feedback from buyers
- Reporting and analytics

Transaction Management

Once your home is under contract, our transaction coordinator will step in to assist you up until closing, in order to ensure a smooth transaction.

- Administrative tasks
- Scheduling and reminders
- Weekly updates

NEXT STEPS...

Don't compromise on the sale of your most important asset. Our proven approach consistently delivers superior results. When it's time to sell, choose a home marketing specialist.



Complete listing paperwork.

The listing agreement explains our relationship and the high level of service that we will provide to you.



Begin to prepare your home for the market.

Let's determine next steps together.



Monitor the market and assess our strategy.

Once your home is ready for market, we will reassess market data and finalize our pricing strategy to make sure we are in line with any recent market updates in your neighborhood.



Launch your property.

Estimated timeline to deploy our marketing strategy.

Google Reviews

Read what our amazing clients are saying!





REAL CREATIVE
GROUP OF DOUGLAS REALTY

Mobile 410-971-8004 | Office 410-255-3690
8221 Ritchie Hwy, Ste 101, Pasadena, MD 21122

