

An Owner's Guide to Selling

Planning, Preparation & Promotion



T H E
MITCHELL
T E A M

kwEVOLUTION
KELLERWILLIAMS. REALTY

A Team will outperform an Individual every time.



THE
MITCHELL
TEAM

kwEVOLUTION
KELLERWILLIAMS, REALTY



James Mitchell



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THE PROCESS

The real estate transaction is complex - and navigating you through every step of the sale is our expertise.

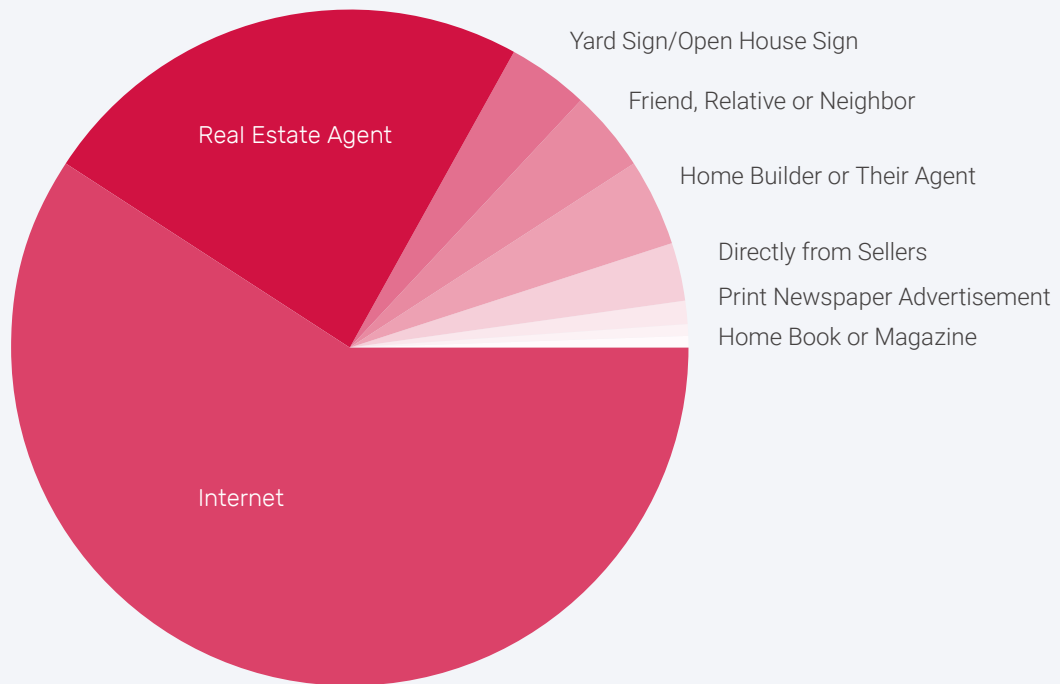
- Initial meeting, walk-through and needs analysis
- Sign listing agreement
- Prepare your property for sale: staging, professional photography, 3D Virtual tour, floor plans, etc.
- Launch "coming soon" marketing campaign
- Establish a competitive list price
- Officially list your property
- Launch "just listed" marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Negotiate Offer to Purchase
- Choose an attorney
- Transaction Introduction to all parties
- Facilitate & negotiate inspection process
- Coordinate signing of Purchase & Sale
- Oversee appraisal
- Monitor Mortgage Commitment process
- Final walk-through**
- Close!

FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we'll work diligently to find your buyer as fast and efficiently as possible.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



YOUR CUSTOM MARKETING PLAN



Digital Marketing That Drives Results

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. Our award-winning suite of technology marketing tools in combination with our market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is our goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

STRATEGIC PROMOTION

Coming-soon campaign

- Walk-through and needs analysis
- Professional photography, videography & staging
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram and Facebook
- "Coming soon" callout campaign to highly qualified buyers

Just-listed campaign

- Launch listing on KWLS, MLS and other syndication websites
 - Professional yard signage and takeaway fliers
 - "Just listed" email blast to database
 - Custom funnel campaign promoting open house
 - "Just listed" social media video on Twitter, Instagram and Facebook
 - "Just listed" callout campaign to highly qualified buyers
 - Open house three days after listing
-

BEST-IN-CLASS PROMOTIONAL ASSETS



Smart, Targeted Networking

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces

will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large,

We will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

YOUR MEDIA PLAN



Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to our personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Agent Website Property Feature

Showcase your property on our professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

IT'S IN THE DETAILS

Eye-catching Yard Signs

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

Your Listing, Amplified

When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

Door-Knocking

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, We'll do it.

High-quality Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal.

We work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

Mass Mobile Marketing

When you choose to work with us, your home will be listed on our mobile app and will be put in the hands of millions of buyers!

OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- ❑ Placing a yard sign and directional signs on key corners
- ❑ Getting on the phone the morning of the open house to remind everyone about attending
- ❑ Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- ❑ Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- ❑ Personally knocking on your neighbors' doors to invite them to attend and tell their friends



Captivating Staging

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.

SELLING SAFELY

As committed as we are to getting you the best possible offers on your home, we're even more dedicated to keeping you and your property safe in the process. Below are some of the precautions we are taking to maximize the safety of your living space.



VIRTUAL SHOWINGS

During the initial phase of the listing process, we will minimize the number of people entering your property by providing 3D virtual tours, as well as a live streaming service or a prerecorded video uploaded to our website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including someone from The Mitchell Team)
- General symptoms assessment upon arrival (including temperature check), if requested
- Masks to be worn over the nose and mouth at all times while on property
- Disposable shoe coverings to be worn at all times while inside the house, if requested
- Appointments will last no more than an hour
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines.

These safety measures are standard for all transactions, but we are more than happy to honor any additional precautions you have in mind.

REPRESENTING YOUR HOME

REAL EXPERIENCE REAL EXPERTISE

Having lived and worked on The North Shore for decades, we understand what makes our community and the people who call it home so special.

It's uniqueness comes as a result of it's rich heritage dating back to the Pilgrims & a culture centered around good old fashioned Yankee ingenuity. Experience quintessential New England town centers, world class museums, an Art Performance Center with ocean views, America's oldest agriculture fair, fried clams where they were invented & some of the best beaches around.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

That's just one reason to choose us to stand by your side - and it's the foundation of everything we do.

THE MITCHELL TEAM



2005

ESTABLISHED

1,200+

CLIENTS
SERVED

83%

REPEAT & REFERRAL
CLIENTS

A Simple Value Proposition

LESS TIME

Our marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

We'll put our experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.

CLIENT REVIEWS



We have used The Mitchell Team three times in the past ten years, and we would go back to them in a second (though we hope to stay in our current home forever!). I cannot speak highly enough of their expertise, guidance and honesty. When we were ready to sell our first home, they helped us create a timeline, prioritize upgrades & set a reasonable price. In the end, we were able to get a higher price in less time than we expected because we listened to James & Patricia.

Meghan & Daniel S.

This team made the process of selling a breeze, they were professional, thorough and responsive throughout the entire process - from initial pricing conversations to the closing. We're now out of state, but would use this team again without hesitation if we ever find ourselves on the Boston North Shore again.

Jen & Adam S.

It was an absolute pleasure to work with The Mitchell Team! James & Patricia are wonderful and carefully guided us every step of the way through the selling of our first home & purchase of our new home! They are extremely knowledgeable, answered all of our questions and put together a plan that worked for our family. They have excellent communication, kept us informed throughout the process and shared honest opinions & feedback. They go above & beyond and clearly love what they do! They truly made what could have been a stressful, daunting time in our life a FUN experience! We have 3 small children that also love Team Mitchell! We are so grateful to have found our dream home thanks to the hard work & guidance of James & Patricia. We highly recommend them to anyone looking to buy or sell a home.

Carrie & Keith L.

LEADING THE INDUSTRY



- WIN-WIN** or no deal
 - INTEGRITY** do the right thing
 - CUSTOMERS** always come first
 - COMMITMENT** in all things
 - COMMUNICATION** seek first to understand
 - CREATIVITY** ideas before results
 - TEAMWORK** together everyone achieves more
 - TRUST** starts with honesty
 - EQUITY** opportunities for all
 - SUCCESS** results through people
-

When you work with us, you work with trained agents that have the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with us and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

A PROMISE



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as trusted local experts and advisers by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold ourselves accountable to selling your home for top dollar - after all, that is what our business is built on

REPRESENTING YOUR HOME

THE BOTTOM LINE

Real estate is complicated.

That's where we come in.

At the closing, our goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - we will work hard to achieve that goal.

When you choose us as your partners, you are not just getting a trusted, respected team - you are getting local experts who are passionate about serving our community and those who call it home.

Let's get started.

Check out our Sellers Resource Library on the next page!

**To contact us :
go to the last page of this guide.**



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FREE REPORTS

SELLERS RESOURCE LIBRARY



For Your FREE Report email or text us: Reference by number the guide you'd like to read ...

- 1 Our Team Value
- 2 Sales + Marketing Process
- 3 Choosing an Agent
- 4 Home Sale Flow Chart
- 5 Maximizing Your Sale
- 6 Staging Overview + Checklist
- 7 Repairs that do not add value
- 8 Repairs vs. Improvements Tax Law
- 9 Lead Paint Overview
- 10 Home Inspections
- 11 Smoke & Carbon Monoxide Detectors
- 12 Closing and Consumer Laws
- 13 What We Owe Our Sellers



THE
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