

Montrea Monique
REAL ESTATE AGENT



SELLER'S
guide



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www.montreamonique.com



Montrea Monique
REAL ESTATE
AGENT




ABOUT *Me*

I am committed to providing exceptional service and delivering outstanding results for my clients. With years of experience in the realm of real estate, I have built a reputation for professionalism, integrity, and a strong work ethic.

I believe in a personalized approach to selling homes. Every property is unique. I take the time to understand your specific needs, goals, and concerns, tailoring my services to ensure a seamless experience from start to finish.

Integrity, transparency and dedication are the core values of my business. I believe in building strong relationships based on trust and mutual respect. My client's success is my success, and I am committed to exceeding your expectations.

Let's put my expertise and resources to work for you and help you achieve your real estate goals and my professional goals.

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MEET THE *Broker*

Get to know your Real Estate Broker

Keller Williams is the largest Real Estate Brokerage in the World. Keller Williams North Atlanta is a TOP 10 office within the Keller Williams Organization.

What does this mean for you?

It means that you get a superior experience and highly trained consultant that will guide YOU through the entire process. We are outperforming the market consistently by over 25% in listings sold. This means YOU have at least 25% more chances to get your home sold in the least amount of time, with the most amount of money netted in your pocket.

I understand that the home selling process can be overwhelming and I want to help make this as stress-free as possible! YOU are very important to me and I will make sure you are taken care of well.

The logo for Keller Williams Atlanta North is displayed within a white circular background. It features the lowercase letters 'kw' in a bold, red, sans-serif font. To the right of 'kw', the words 'KELLERWILLIAMS.' and 'ATLANTA NORTH' are stacked vertically in a smaller, black, sans-serif font.

kw KELLERWILLIAMS.
ATLANTA NORTH

SELLER

Questionnaire

Tell me about your home?

Do you know of any interior or exterior blemishes that could deter potential buyers?

How many years have you owned your home?

Have you done any upgrades in your home?

How much do you think your house is worth?



SELLER

Questionnaire

Are you up-to-date on all payments? Please list all legal names of owners on title to the property?

What's your timeframe?

Where are you going?

Do you own other real estate?

What are three things you expect from me as your realtor?



SELLING

Step-by-Step

01 CONSULT

02 HOUSE PREP

03 MARKETING

04 REVIEW &
ACCEPT OFFER

05 HOME
INSPECTION

06 APPRAISAL, TITLE
SEARCH & FINAL
LENDER LETTER

07 CLOSING





BEFORE WE

List

THE FIRST-STEP PREPARATION

01 HAVE A PLAN

Make sure you're ready to sell. Ask yourself "Am I ready to make the move?", "Do I know where I plan to go next?" before you go further. Additionally, know that markets fluctuate and your home could sell the day we list it, or it could take time. Are you prepared for any scenario? Look closely at your finances and make sure you are prepared to move and possibly cover the costs of repairs that come up on the inspection report.

02 MAKE IT SPARKLE

Cleanliness implies a home has been well taken care of, so deep cleaning can win points with buyers. Buyers scrutinize homes, especially kitchens and bathrooms. Re-caulk and repaint to give these grime-prone a fresh and clean look. Clean rugs and carpets to eliminate unsightly stains or dinginess to eliminate odors. Tidy each room including cabinets, closets, and the garage before showing. If it seems daunting to do all of that cleaning yourself consider hiring a professional cleaning company to take care of it for you.

03 START PACKING

Cramped and cluttered rooms turn buyers off and make your house look smaller. A home packed with your personal belonging also makes it difficult for others to envision living there. Start by storing away excess furniture, toys and personal decorations, such as family photos. Pack up things that you don't use on a daily basis, put them in storage or ask a friend to store them for you. Decluttering your house also give you a head start on your move.

MARKETING

plan

STEP 1

Professional Photography and Video: High-quality, professional photography and videos are essential for marketing luxury properties.

STEP 2

Targeted Advertising: Facebook ads, Google AdWords, and LinkedIn ads. Instagram reels, TikTok shorts, outside the box marketing.

STEP 3

Create a luxurious experience for potential buyers which may include staging the home with high-end furniture and decor.

STEP 4

Create a Custom Website: The website should include high-quality photos and videos, detailed property descriptions, and a virtual tour.





P R I C I N G

Setting the right price for your home is critical to attracting potential buyers and ensuring a timely sale. In fact, it's often said that pricing is the most important factor in determining whether or not a home sells.

By taking into account your home's location, size, condition, features, comparable sales, market trends, and expert advice from a trusted real estate agent, you can arrive at a price that accurately reflects your home's worth and appeals to buyers.

With the right pricing strategy in place, you can increase your chances of a successful home sale and move on to the next chapter in your life with confidence.



Pricing



Home Value



Factors

PHOTO PREP *checklist*



Cleanliness: Ensure the house is spotless by dusting, vacuuming, wiping down surfaces, and cleaning the floors. Pay extra attention to the kitchen, bathrooms, and bedrooms.



Clutter-free: Remove any unnecessary items or clutter from the house. This will make the rooms look larger and more open.



Lighting: Proper lighting can make all the difference in a photo. Make sure all light fixtures are working and that there is plenty of natural light coming in.



Staging: Arrange the furniture and decor to showcase the best features of the house. Make sure the rooms look inviting and welcoming.



Landscaping: Curb appeal is important, especially for luxury homes. Ensure that the exterior of the house and landscaping are well-maintained and presentable.



Minor repairs: Take care of any small repairs or touch-ups, such as fixing leaky faucets or replacing burnt-out light bulbs.



Professional photography: Hire a professional photographer who specializes in real estate photography to capture the best angles and lighting.

CLOSING

Time

FINALIZING THE SALE

A few things to bring:

A valid government issued photo ID

Keys to the front door, back door, garage, porch and backyard

Punch codes for gates, fences, door locks and garage doors

Access information for smart locks, thermostats, door bells and appliances

Any other remotes or devices that control systems of the house

Closing Cost

Closing cost are an assortment of fees -- separate from agent commissions-- that are paid both by buyer and sellers at the close of a real estate transaction. In total, the cost range from 1% - 7% of the sale price, but sellers typically anywhere from 1% -5%. Subject to agreed terms.





ADDITIONAL

Notes

Blank lined area for notes.



RECOMMENDED

Resources



DAVID STRAUSS

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JAKE KAPLAN

☎ 404.492.5657



KIMBERLY SHERIDAN

☎ 404.666.5411



ALLIANCE HOME INSPECTIONS

JOSEPH TORTORIGI

☎ 770.239.1544



STANLEY CALDWELL

☎ 404.210.2877



JOHN FOUNTAIN

☎ 678.783.4127


THANK YOU FOR
choosing me




Montrea Monique
REAL ESTATE AGENT


Thank you for your loyalty, your business, and your referrals. I am proud to have played a role in helping you find your dream home or sell your property.

If you ever need assistance with real estate again in the future, please don't hesitate to reach out. I am always here to help.

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