



LISTING WITH THE HEYL GROUP


***Transforming lives
through home ownership
everywhere.***

WHO WE ARE

We realize there is so much more to selling a home than just putting it in the MLS, displaying a few photos online and sticking a sign in the yard. What sets us apart from other agents is that we go the extra mile to produce, providing excellent service, communication and accessibility to our clients. More importantly, our relationship with each seller is a partnership in which both parties have responsibilities to each other, while sharing a common goal.

OUR GOAL

Our goal is to get you the most money for your property in the shortest time frame, guiding you to a smooth closing, reducing stress and saving you time. This package contains helpful information about selling your home - from the time it is first listed to the moment you hand over your keys. We are looking forward to working with you on getting your home **SOLD!**





EXPERIENCE COUNTS

WE'VE BEEN AT THIS FOR AWHILE.

135 HOMES SOLD
'12

194 HOMES SOLD
'13

267 HOMES SOLD
'14

377 HOMES SOLD
'15

518 HOMES SOLD
'16

606 HOMES SOLD
'17

656 HOMES SOLD
'18

690 HOMES SOLD
'19



EXPERIENCE COUNTS

WE'VE BEEN AT THIS FOR AWHILE.





THE TEAM ADVANTAGE



LISTING SPECIALIST

Your Listing Specialist is here for you every step of the way in your home selling process.

They are your primary resource and professional representative in all contract negotiations through closing.

They will help guide and advise you through the decision-making process.



CLIENT EXPERIENCE MANAGER

Your Client Experience Manager is a dedicated resource for you, and will be in communication with you throughout the listing process, all the way to the closing table. We are committed to exceeding your expectations and ensuring you always get the attention you need and deserve. If at any time you feel we could be doing anything better or different, please reach out to your Client Experience Manager to discuss.



TRANSACTION MANAGER

Your Listing Coordinator will guide you smoothly from preparing your home for the market to close. Before your home is listed, they will schedule staging and photography, as well as coordinate key box, showing instructions, and signs. Once a contract is received, they will coordinate your contract paperwork and work with the lender and title company to ensure you close on time.



STAGER & PHOTOGRAPHER

The way your home looks in pictures can make or break the sale, which is why we pay for the best photographer and provide expert staging advice to prepare your property. Our professional approach sets your property apart from the competition. Excellent photos = more showings = a faster, easier sale.



TRANSACTION MANAGEMENT

Working behind the scenes, your Transaction Manager ensures a smooth process by taking care of essential details like delivering the marketing brochures, picking up and dropping off checks, and removing the key box and For Sale sign once the home has sold and closed.



MARKETING

Our in-house marketing team works carefully with every listing to increase visibility and attract the right buyer. From customized public descriptions and gorgeous full-color brochures to engaging social media posts, our marketing efforts give your property the advantage.



BUYER CAPTURE TEAM

Our inbound capture team is a highly skilled lead generating machine. They work hard every day to find buyers for our clients' homes. They respond to leads, make prospecting calls, and screen potential buyer leads to ensure we're not just finding buyers but finding you the right buyer.

KEY OBJECTIVES

01

Pricing your home right

Pricing your home at the property's fair market value.

02

Timing

Selling your home in the desired time period.

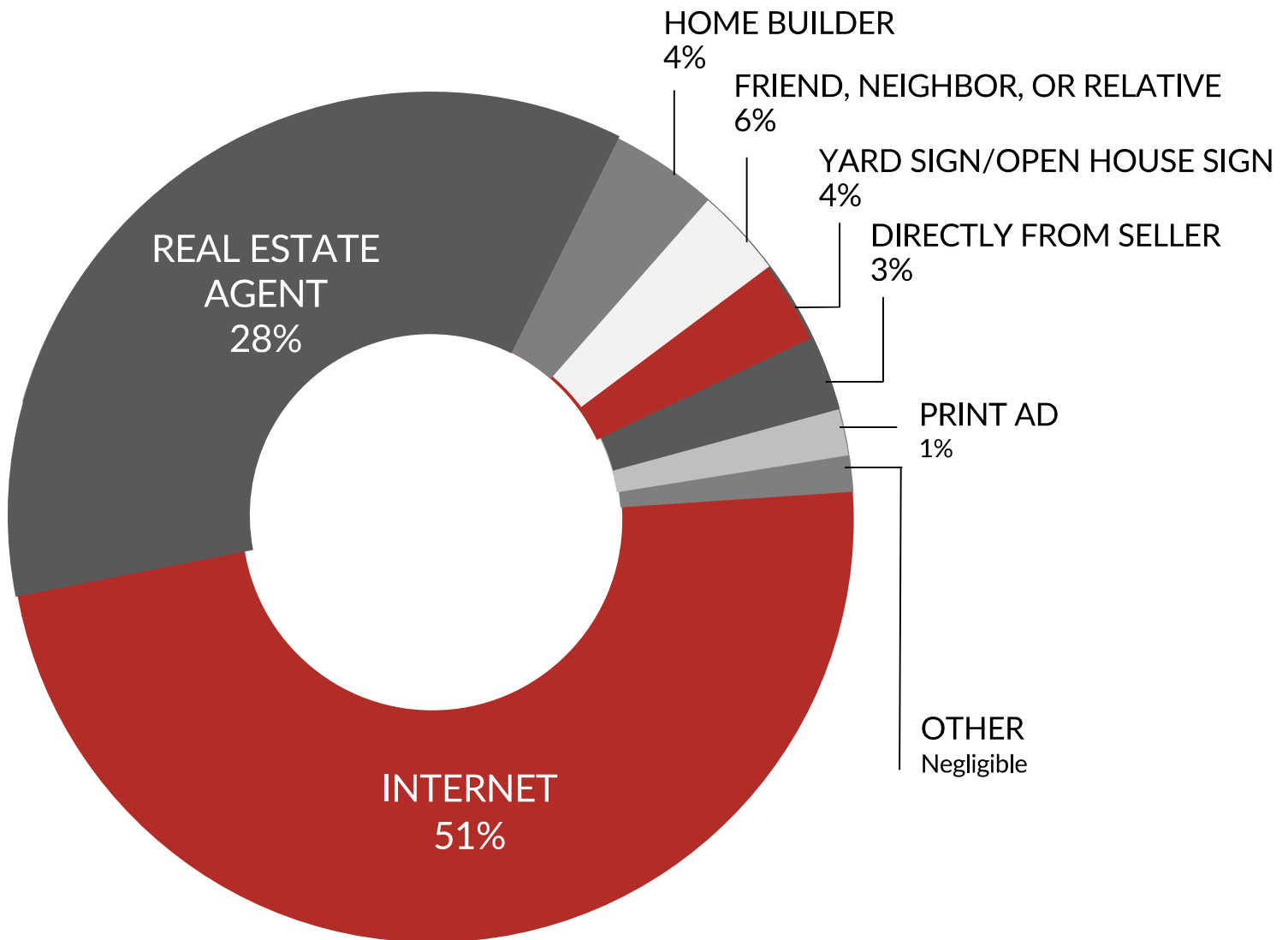
03

Convenience

Making the process of selling your home a stress-free experience.

HOW WE DO IT

Reaching Buyers



**WE KNOW WHERE TO
FIND BUYERS**

OUR MARKETING SYSTEM

BEFORE WE LIST

STRATEGIC POSITIONING IN PRICING

We don't price your home to sit, we price it to **SELL** using Scientific Market Analysis.

HOME STAGING

To ensure the “wow factor,” we offer a professional staging consultation to prepare your home for sale.

PROFESSIONAL COLOR PHOTOGRAPHY

Only the best photos highlighting the features of your home will be placed online or in the property brochure.

AGENT MARKETING

We market heavily to agents as 88% of residential sales involve REALTORS®.*

EXTENSIVE ADVERTISING

We spend in excess of \$40,000 every month in advertising, attracting hundreds of buyers per month, and increasing awareness of your property.



PREPARING YOUR LISTING FOR SALE



EXTERIOR

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint the home's exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

INTERIOR

- Remove excessive wall hangings, furniture and knick knacks
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures

FOR SHOWINGS

- Turn on all the lights
- Open drapes in the daytime
- Make arrangements for pets to be secured and out of sight
- Play quiet background music
- Light the fireplace (if seasonally appropriate)
- Infuse the home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown



WHEN WE LIST

GLOBAL NETWORKING

1 in 12 real estate transactions in the US involve an international party, so we ensure your listing is exposed to the global marketplace through partners such as Craigslist, ListHub Global, and Proxio Pro.

YARD SIGN

Placement of the “For Sale” sign in your yard will attract the attention of neighbors and drive-by traffic.

TEXT MARKETING

Buyers who are interested in your home text for more pics and info, allowing us to capture their information and follow up with a phone call.

MASSIVE INTERNET EXPOSURE

According to the National Association of Realtors, 87% of all consumers view properties on the internet prior to purchasing.

SOCIAL MEDIA

Your home will be featured on our blogs and social media pages.

EMAIL MARKETING

We market to and communicate regularly with qualified buyers in our database.

SUPRA KEY LOCK BOX

Your property’s security is a top priority. Where available, we use the Supra key lockbox. The lockbox records information on everyone who accesses your home, restricting access to your home to licensed professionals.

BUYER SCREENING

We market to agents who will bring pre-qualified buyers to your home, reducing stress and eliminating “tire-kickers.”

SHOWING FEEDBACK SERVICE

We follow-up with all buyers and their agents for feedback within 24 hours of showings.

OPEN HOUSE

Conducted by trained agents, utilizing social media postings, door knocking, and physical advertising through signage to create exposure for your listing.

AFTER WE LIST

QUICK, RELIABLE RESPONSIVENESS

We promise to return all calls promptly and communicate in your preferred method.

CANVASSING YOUR NEIGHBORHOOD

We will attempt to personally talk to your neighbors as they occasionally refer buyers to your property.

SKILLED NEGOTIATING

Your best interest is our best interest, and we will expertly represent you in every phase of the transaction.

UPDATES ON THE MARKET

We constantly monitor what the market is doing in your area and inform you accordingly.

ONLINE ACTIVITY MONITORING

We proactively track and respond to any online inquiries regarding your property.

INBOUND CAPTURE TEAM

Our call team is available 7 days a week to field calls on your listing and ensure you never miss a showing or an offer.





EXTENDING MARKETING REACH

Did you know that 88% of buyers work with a Realtor? As a member of Keller Williams Realty International, we are a part of a **133,000** agent network across the globe. Locally, because of our extensive experience and proven track record, we also have strong relationships with other agents and brokerages working with buyers across the area.



COMPETITIVE MARKET ANALYSIS

KEY MARKET FACTORS

FACTORS IN YOUR CONTROL

Price
Property Condition
Staging & Photography
Availability for Showing

FACTORS OUT OF YOUR CONTROL

Competition
Buyer's or Seller's Market
Interest Rates
When the Perfect Buyer walks
through the door

PRICE

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

CONDITION

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are very important. Our team will be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

COMPETITION

Prospective buyers are going to compare your property – both the condition and the price – to the other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

TIMING

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

LOCATION

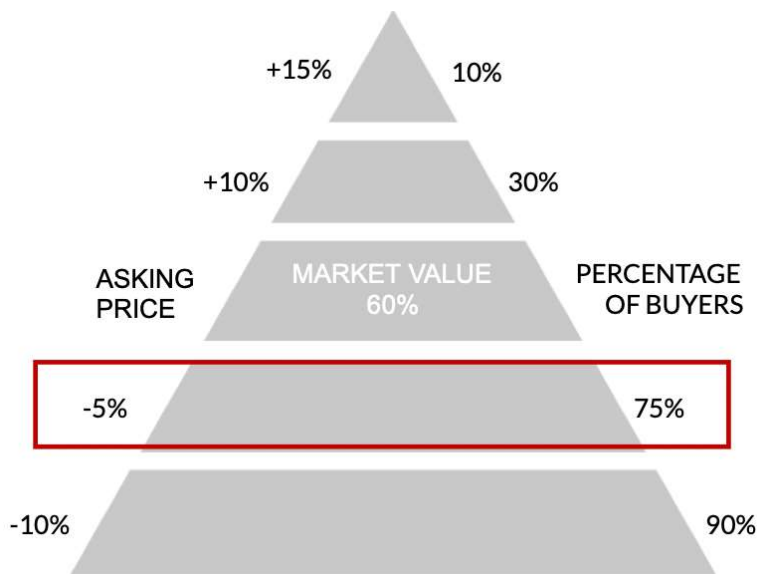
Location is the single most important factor in determining the value of your property.

TERMS

Terms structured to meet our objectives are important to our marketing strategy.

PRICE AND TIMING

are everything

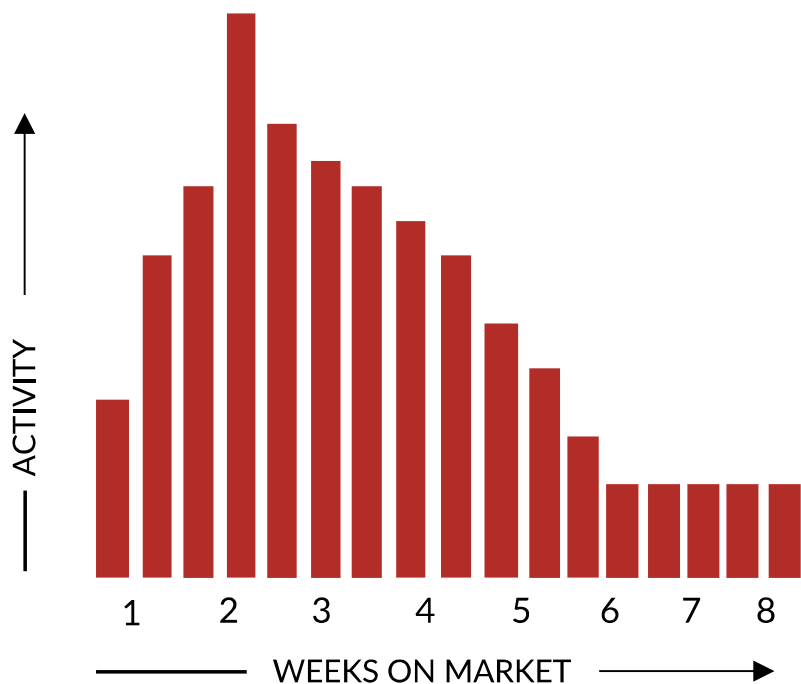


PRICE

More buyers purchase their properties at market value than above market value. If you price your property at Market Value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for sale.

TIMING

Timing is extremely important in the real estate market. A property attracts the most activity from the real estate community and potential buyers when it is first listed. It has the greatest potential to sell when it is new on the market.





INSPECTIONS

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.



**HOW THE
SELLER SEES
THE HOUSE**



**HOW THE
BUYER SEES
THE HOUSE**



**HOW THE
INSPECTOR SEES
THE HOUSE**

RESIDENTIAL SERVICE CONTRACTS

Home warranty plans go a long way to alleviate some of the risks and concerns buyers have when purchasing a home. For a modest price, the seller can provide a one-year residential service contract covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. When you list with us, we also cover your property while it is active on the market.

CLOSING 101



The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your property.

A FEW THINGS TO BRING TO THE CLOSING:

- A valid government-issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

WHAT TO EXPECT:

The escrow officer will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

YOUR COSTS:

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Residential Service Contract

AFTER THE CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES:

- Copies of all closing documents
- All home improvement receipts on the home you sold



REVIEWS & AWARDS



"All realtors claim to go the extra mile to sell your home, but truthfully few use any additional measures than the competition. What drove us to use The Heyl Group and what helped our house sell in its first weekend on the market were the extra details they provide. Incentive programs for other realtors selling or looking in the area, cold calling other representatives that might have potential buyers, professional photography of the home, preferred listings on home search engines and a plethora of quality team members that help execute every step from listing to close. I have had several home purchases and closings over the years and nobody I have worked with has a smarter technical plan than The Heyl Group."

-Trey, Seller

THE WALL STREET JOURNAL

2019 Top 25 Team



2017 | 2018 | 2019

"The Heyl Group was absolutely awesome! They sold my house in just 4 days! They knew exactly how to price it, and walked me through every step of the way. When I was ready to start looking to buy, The Heyl Group took me to every house I wanted to see and really knew the area well. They were so very patient with me! They set up a custom home search just for me that fit my search criteria perfectly. I would get alerts for houses in the exact areas where I was considering buying every day- it was such a time-saver for me! Additionally, they were all so professional, responsive, friendly and knowledgeable. When I sell, or buy, again I will not hesitate to use them - I have never had a better real estate experience!"

- Meg, Seller and Buyer

"After several interviews with other agents, it was an easy decision to go with The Heyl Group. What set them apart was his detailed and unique marketing plan. They don't just list the house on the MLS and hope it sells. We couldn't be any happier with the results because the house sold quickly and the transaction was very smooth. I highly recommend the team at The Heyl Group."

- Dan, Seller



2019 Top 10 Team



**WE LOOK
FORWARD TO
HEARING
FROM YOU!**