

ROADMAP TO A SUCCESSFUL SALE

FROM LISTING TO CLOSING

BREONDRA MORROW | REAL ESTATE AGENT



Breondra Morrow, Realtor®



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BREONDRA MORROW

YOUR LOCAL NEIGHBOR & REAL ESTATE AGENT



Thank you for considering me as your trusted partner in the journey of selling your home.

Selling a home isn't just a transaction, it's a major life transition. My mission is to make this process smooth, strategic, and empowering from start to finish.

I've guided homeowners at every level, from first time sellers to experienced owners, through the selling process with clarity, strategy, and confidence.

I'm committed to understanding your goals, maximizing your home's value, and guiding you through every step from listing to closing with transparency and professionalism..

You deserve more than just a sign in the yard, you deserve a personalized experience rooted in trust, market expertise, and real results.

I'm honored to support you on this journey and excited to help you move forward with success.


BEST WISHES, BREONDRA


Breondra Morrow


Real Estate Agent




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TRANSPARENCY

AND OUR COMMITMENT TO YOU

1

A CLEAR, STEP-BY-STEP PLAN

No more confusion or overwhelm – you'll receive a structured roadmap so you always know what's next, what's expected, and how to prepare at every stage of the selling process.

2

CLEAR COMMUNICATION

From our first conversation to the final closing – and even after – you can count on consistent updates, honest feedback, and open communication every step of the way.

3

TOOLS TO MAKE SMART DECISIONS

From pricing strategy checklists to showing preparation guides and offer review tools, you'll get practical resources to simplify decisions and keep you fully informed.

4

REAL NUMBERS, NO GUESSWORK

We'll walk through real market data, calculate your estimated net proceeds, and all potential selling costs upfront – so there are no surprises at closing.

5

SUPPORT THAT EXTENDS BEYOND THE SALE

Just because the home is sold doesn't mean the support ends. Whether you need post-sale resources, local referrals, or future real estate guidance, I'll be here when you need me.



MEET YOUR AGENT

HERE IS HOW I CAN HELP YOU

At Breondra Morrow, I provide a client centered real estate experience built on strategy, clear communication, and genuine care. Whether you're buying your first home or making your next move, my goal is to guide you with confidence and clarity from our very first conversation to closing day.



Position: Broker

Experience: Professional Real Estate Advisor

About Me



I'm Breondra Morrow, a Realtor who leads with strategy, clarity, and genuine care. I stepped into real estate because I believe homeownership should feel achievable, not overwhelming, and my role is to make that path clear and empowering for every client I work with.

My background in customer service, sales, and people focused work taught me how to truly listen, understand what someone needs, and guide them with confidence. I bring strong communication, attention to detail, and a steady, solutions minded approach into every transaction.

I'm a hands on agent who stays involved from our first conversation to closing. My clients know me for being responsive, organized, and committed to protecting their best interests. When you work with me, you get a dedicated professional who shows up, follows through, and makes sure you feel supported and informed every step of the way.

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WHY WORK WITH ME

AND WHAT I OFFER MY CLIENTS

Selling your home is a big decision and you deserve more than just someone to list it. With deep local market knowledge, proven marketing strategies, and a focus on maximizing your results, I'm here to guide you through the process with clarity, confidence, and care.

WHAT I OFFER ALL OF MY CLIENTS

✔ EXPERT GUIDANCE BACKED BY MARKET INSIGHT

From pricing your home strategically to navigating offers, I provide data driven advice tailored to your goals so you can make smart, confident decisions at every turn.

✔ SKILLED NEGOTIATION & TRUSTED RESOURCES

I advocate fiercely on your behalf to secure the best terms possible. And with a network of reliable professionals, from stagers to photographers to closing agents, you'll have top tier support from start to finish.

✔ SMOOTH, STRESS-FREE PROCESS

I make selling simple. With streamlined systems, digital tools, and clear communication, you'll stay informed and in control without the overwhelm.



A modern dining room featuring a round, dark-colored table with a cylindrical base. Four upholstered chairs with black legs and gold-colored tips are arranged around the table. Three wire-mesh pendant lights hang from the ceiling. The background consists of a dark wall with vertical wood slats and recessed lighting. The floor is made of light-colored tiles.

THE HOME SELLING PROCESS

THE SELLING PROCESS

A COMPLETE ROADMAP TO A SUCCESSFUL SALE



A modern dining room with a round table, chairs, and three wireframe pendant lights. The room features a dark wood wall with vertical slats and a large window with curtains. The text "STEP ONE" is centered in the upper half of the image.

STEP ONE

CONSULTATION

STEP 1: CONSULTATION

DEFINING YOUR SELLING GOALS

Making the decision to sell your home is a significant step, often filled with emotional and financial considerations. I understand the importance of this decision and I am committed to guiding you through each phase with the utmost care and professionalism.

WHAT WE'LL COVER TOGETHER:

UNDERSTANDING YOUR MOTIVATION

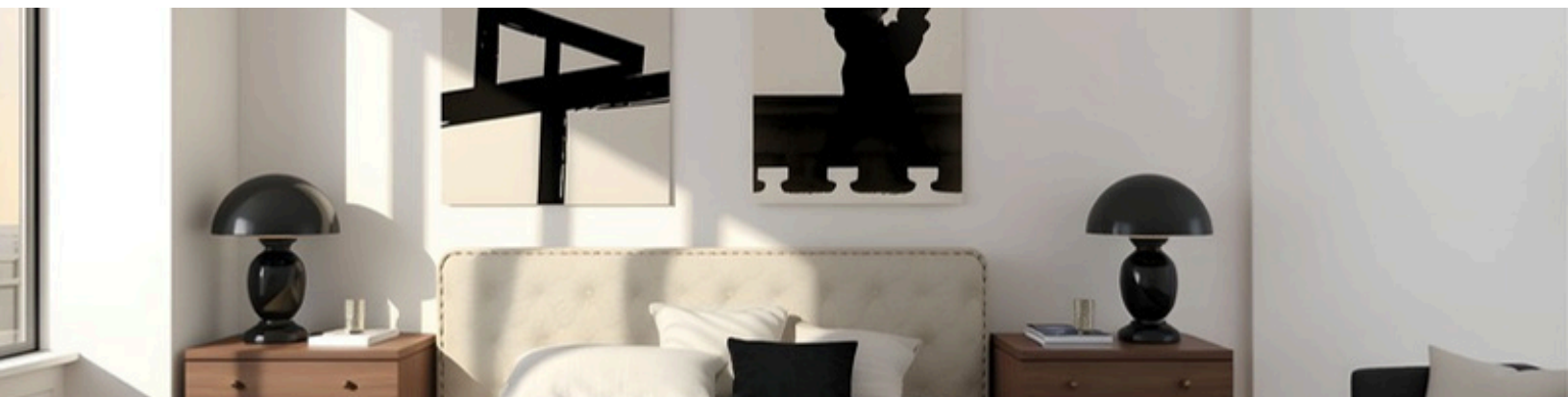
Whether you're upsizing, relocating, or moving on to a new chapter, your reason for selling helps shape the strategy. We take the time to understand your goals so we can align the process with what matters most to you.

COST OF SELLING

Selling a home comes with expenses, from agent commissions and closing costs to prep work and moving. We provide a clear, upfront breakdown so you know exactly what to expect.

ASSESS YOUR FINANCIAL SITUATION

We'll review your home equity, mortgage details, and any liens or debts. Knowing where you stand financially helps us price your home accurately and make smart, informed decisions throughout the sale.





YOUR GOALS

Are you looking to maximize profit, move quickly, or both? We'll define your primary motivation so every decision supports your bigger picture

TIMELINE

Do you need to sell by a certain date? Are you buying and selling at the same time? We'll create a realistic timeline that fits your needs and aligns with the current market so nothing feels rushed or uncertain.

PROPERTY READINESS & PREPARATION

We'll walk through the current state of your home and identify any updates, repairs, or staging strategies that could enhance your listing. My job is to help you highlight the home's best features and appeal to the right buyers.

PRICING EXPECTATIONS & MARKET REALITY

We'll talk through your ideal price, compare it with local data, and discuss how pricing strategy impacts buyer interest and days on market. My goal is to price competitively, not just to list, but to sell.

YOUR EXPERIENCE SO FAR

Have you sold before? Or is this your first time? I want to understand what kind of guidance, updates, and support feel most helpful to you so we work together in a way that fits your style.

A modern dining room interior featuring a round, dark-colored table with a textured, cylindrical base. Four upholstered chairs with black legs and gold-colored tips are arranged around the table. Three wireframe pendant lights hang from the ceiling. The background consists of a dark wall with vertical wood slats and recessed lighting. The floor is made of light-colored tiles.

MARKET ANALYSIS

MARKET ANALYSIS

LET'S UNDERSTAND TODAY'S MARKET

The real estate market is always evolving and knowing where it stands today can make or break your pricing, timing, and strategy.

MARKET CONDITIONS

OVERVIEW OF CURRENT MARKET CONDITIONS

We'll take a clear look at what's happening in the market right now, including recent sales trends, inventory levels, average days on market, recent comparable sales, and pricing shifts in your area.

WHAT THIS MEANS FOR YOU AS A SELLER

Market conditions affect how your home should be priced, how long it might take to sell, and how competitive your listing needs to be. I'll walk you through the smartest approach based on what the data tells us so you can move forward with strategy and confidence.



SELLER'S VS. BUYER'S MARKET

UNDERSTANDING MARKET DYNAMICS

Whether you're selling in a high-demand seller's market or navigating a slower buyer's market, I'll help you stay ahead of trends and make smart, timely decisions that support your goals.

IN A SELLER'S MARKET

Demand is high, inventory is low and well presented homes often sell quickly, with multiple offers and strong terms.

Our Strategy:

- Price competitively to spark interest and bidding
- Prepare your home to stand out and show well
- Leverage urgency and interest to negotiate stronger terms
- Review offers strategically, it's not always just about the highest price

IN A BUYER'S MARKET

There's more inventory and buyers have more leverage, which can mean longer days on market and lower offers.


Our Strategy:

- Price strategically to attract serious buyers
- Maximize presentation and marketing to stand out
- Be open to negotiations on terms or repairs
- Focus on qualified buyers and position your home as move-in ready

IN ANY MARKET

My process remains clear, data driven, and calm. No matter the conditions, I'll help you stay informed, positioned, and in control without pressure or guesswork.

The right strategy makes all the difference and you don't have to navigate it alone. Together, we'll adapt, stay proactive, and focus on getting your home sold smoothly and successfully.

A modern dining room with a round table, chairs, and pendant lights. The room features a dark wood wall with vertical slats and a light-colored floor. The text "STEP TWO" is centered in the upper half of the image.

STEP TWO

PRICING YOUR HOME

STEP 2: PRICING

ATTRACT BUYERS & MAXIMIZE YOUR RETURN

As your Real Estate Agent, I'll ensure your home is priced competitively by determining its fair market value. Together, we'll set a listing price that attracts buyers quickly while maximizing your home's value.

PRICING YOUR HOME COMPETITIVELY

Pricing your home strategically is one of the most important decisions you'll make in the selling process. While it can be tempting to list high and "test the market," overpricing often leads to fewer showings, longer time on the market, and ultimately, lower offers.

I'll help you set a competitive price based on real-time market data, buyer behavior, and your home's unique value.

The goal? To generate immediate interest, attract serious buyers, and position your home for strong offers and a smooth sale.



PRICING YOUR HOME

FACTORS THAT INFLUENCE PRICING

Deciding on the right listing price starts with understanding what actually drives your home's value. It's not just about what you paid or what you hope to get, it's about how your home compares to others in today's market.

FACTORS THAT DETERMINE THE MARKET VALUE OF YOUR HOME:

- ✓ The current market
- ✓ Comparable listings
- ✓ Neighborhood
- ✓ Location
- ✓ Age of your home
- ✓ Condition of your home
- ✓ Improvements & Upgrades

PROFESSIONAL VALUATION TOOLS:

In addition to my in-depth Comparative Market Analysis (CMA), which looks at similar homes recently sold in your area, your buyer's lender will also require an independent appraisal to verify the home's value.

Both the CMA and the appraisal help ensure your home is priced correctly from the start, building trust, attracting qualified buyers, and keeping the sale on track.

FAIR MARKET VALUE

THE FOUNDATION OF ACCURATE PRICING

Fair market value (FMV) is the price your home is most likely to sell for in today's market, based on real time buyer demand, local sales data, and current conditions.

It's not just about what you paid for your home or what you hope to earn. FMV reflects what informed buyers are willing to pay, without pressure, for a property like yours.



HOW FAIR MARKET VALUE IS DETERMINED:

- **Comparative Market Analysis (CMA):** A professional pricing tool your agent creates by comparing your home to similar recent sales nearby.
- **Professional Appraisal:** Confirms the home's value to support financing.

Market Trends: Inventory levels, buyer demand, interest rates, and neighborhood dynamics all shape FMV

Pricing your home at or just below fair market value helps you attract serious buyers, generate offers faster, and avoid the pitfalls of overpricing.

NAR SETTLEMENT

UNDERSTANDING IT & WHAT IT MEANS FOR YOU

Recent changes in the real estate industry, following the National Association of Realtors (NAR) settlement, have impacted how buyer agent compensation is disclosed, offered, and negotiated. As a home seller, it's important to understand how this affects your role in the transaction.

WHAT'S CHANGED:

- Commissions are no longer automatically offered by the seller's agent in many MLS listings.
- Buyer agents now must present written agreements outlining their services and fees to their buyers.
- Transparency is now required around how commissions are handled and what services are being provided for that compensation.

WHAT THIS MEANS FOR YOU AS A SELLER

You now have greater flexibility in deciding whether and how much to offer to a buyer's agent. While offering compensation is no longer required, doing so can still increase your pool of potential buyers, especially those working with agents.

You may now:

- Offer full, partial, or no compensation to the buyer's agent.
- Use compensation as a strategic tool to attract more qualified buyers.
- Clearly communicate any offered commission within the listing to avoid surprises during negotiations.

WHY IT'S A GOOD THING

These updates promote greater transparency for everyone involved. As your listing agent, I'll help you navigate these changes with clarity and confidence, guiding you through what's customary in your market and what will position your home most competitively.



THANK YOU

Thank you for considering me as your trusted partner in the sale of your home. Selling a home is more than just a transaction, it's a personal transition. My commitment is to guide you through every step with clarity, care, and strategic expertise.

If we work together, my goal is not only to get your home sold, but also to deliver an experience that feels seamless, informed, and genuinely supportive from beginning to end. I look forward to the opportunity to work with you.



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