

Home Sellers' *Guide*

A guide to selling your home!



Home Seller's ROADMAP

Follow this high level road map to help you sell your home!



PREPARE *your Home*

HOME STAGING TIPS

- The way you style your home can be a make-it-or-break-it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers
- You can hire or rent professional props and decorators to help stage your home
- Consider getting professional photos taken as these to determine the first impression the potential buyer will have of your house



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Market Action Guarantee

- Perform market analysis in order to establish a competitive list price for the home
- Stage the home for better showings
- Professional photography to showcase your property in the MLS and syndicated websites
- Immediately place for sale sign on property
- Make showing arrangements and furnish to BrokerBay
- Guarantee that home will be in MLS within 24 hours
- Syndicate to highly trafficked websites, including Realtor.com, Zillow, Trulia, and numerous others
- Design color graphics to be left inside the home for showings
- Create web commercial/virtual tour and upload to online forums including YouTube.
- Post New Listing on online forums such as Facebook, Instagram, Twitter, and LinkedIn
- Host Open House within first month of listing (Ask me about MEGA Open Houses!)
- Generate Open House traffic through Facebook, Instagram, Twitter, LinkedIn, Eventbrite, and suitable online forums
- Send out "Just Listed" Postcards and Door Knock in your neighborhood, Neighbors often have friends or family interested in moving close by!
- Feedback requests sent through BrokerBay same day of showing
- Marketing Reports emailed to sellers on Monday mornings
- All advertising includes photography of the property





Why The Deeds Group?

Listing your home with The Deeds Group is a team value. You gain the advantage of having a team of experienced professionals dedicated to every aspect of your home transaction. Our team began over a decade ago when Stephanie Deeds started her journey under a national brand dominating in Dallas-Fort Worth Metroplex. The team expanded when her husband John Deeds joined, and they grew their supportive staff members. They now run this reputable team and own Point Realty.

The Deeds' value has always been to serve individuals and families through the momentous experience of buying or selling a home. They have crafted a team that does just that and in turn their team members are invested in all of our clients.

When you hire one, you hire us all.

Why hire one Realtor when you can retain a skilled team for the same price! The team value provides you with a full staff at your disposal, including a Marketing Coordinator and Operations Manager. Superior service and smoothness are their aim, while agents seek active Buyers for your property and negotiate your BEST value. We will be with you the whole way.

Awards & Recognitions

2020 - 2026 Top Realtors in Fort Worth Magazine
 2020 - 2023 Top 500 RE/MAX of Texas Realtors
 2020 - 2026 Named "America's Best" in Real Trends
 2021 Stephanie Deeds Top 40 under 40 Producer
 2022 RE/MAX Legends Award
 205-2022 Million in a Month Club
 2019 -2022 Top Producers of the Quarter
 Best of Zillow 2019-2021

