

Selling Your Home

FROM JUST LISTED TO SOLD



TRUE
NORTH
REALTY

JANET AUSTIN
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HELLO, NICE TO MEET YOU!

I'm a proud wife, mom of three kids, and a dog lover who loves playing with my furry friends. My family and I are lucky enough to live on beautiful Lake Hickory, NC, where we enjoy the peaceful surroundings, tight-knit community, and of course time playing on the lake. Born and raised in the foothills of North Carolina, I have known this area since a child and love sharing all that it has to offer.

Since becoming a licensed realtor in 2018, I have been combining my passion for helping people with my knowledge of the local area. I love real estate because it allows me to use my background in education and marketing. These skills allow me to connect with people & understand their needs so I can negotiate in a way that everyone wins. Let me help you feel comfortable and confident as you buy or sell your property!

LET'S CONNECT



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SCAN TO CONTACT



TRUE NORTH REALTY

My Proven Home Selling Timeline

MY SIGNATURE PROCESS

Step One

Listing Consultation

After touring your home, I'll guide you through potential improvements and provide a detailed Comparative Market Analysis, so you understand its true value. Together, we'll determine the best listing price, decide if staging could enhance your home's appeal, and set the perfect launch date to attract the right buyers.

Step Two

Professional Photography

First impressions matter, especially when selling your home. Once your home is prepared and staged, I'll bring in the best local real estate photographer to capture stunning, high-quality images. These photos will be the first thing buyers see on the MLS. With professional photography, your home will stand out and make a lasting impact from the very first glance.

Step Three

Our Marketing Plan

Your home is now live on the MLS! But listing it is just the beginning. Now I'll implement a strategic marketing plan tailored to maximize exposure—leveraging social media ads, hosting open houses, reaching out to interested buyers, and executing a customized strategy designed specifically for your home. With the right approach, we'll attract the right buyers and get you the best possible results.

Step Four

Showings

Giving buyers the opportunity to experience your home through showings and open houses is key to generating interest and securing the best offer. During this time, a Realtor will use their expertise to highlight your home's best features and create a welcoming experience for potential buyers. By allowing easy access, you increase your chances getting the best possible outcome.

Step Five

Receive an Offer

As soon as an offer comes in, I'll notify you. Together, we'll review all the details, ensuring you fully understand the terms of the contract. I'll guide you through your options—whether to accept, reject, or counter—so you can make the best decision with confidence and ease.

Step Six

Inspections

Once an offer is accepted, the buyer will schedule inspections within the agreed-upon timeframe. If any issues arise, I'll be by your side to navigate the negotiation process and address repair requests strategically. It's important to be prepared—buyers may have the option to walk away if major concerns surface. My goal is to help you stay in control, make informed decisions, and keep the deal moving forward smoothly.

Step Seven

Appraisal

When selling your home, an appraisal can be a pivotal moment—and sometimes, it doesn't go as planned. I'll ensure you understand your rights as a seller and provide you with strategic options if the appraisal comes in lower than expected.

Step Eight

The Closing

As we approach closing, there are a few final steps to ensure a smooth and successful sale. You'll need to complete any agreed-upon repairs, submit required disclosures, review closing costs, and prepare for your move. I'll be here to guide you through each step, making sure everything is handled seamlessly. Once you sign the final documents, it's time to celebrate—your home sale is complete, and you're ready for your next chapter!





About Your Home

HELP ME UNDERSTAND YOUR HOME

✓ What drew you to this home when you bought it?

✓ What is your favorite feature of your home?

✓ What do you like most about your neighborhood?

✓ What are some nearby attractions and amenities?

✓ What don't you like about your home?

Helping You Navigate This Season

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



Our Strategy

Strategic Pricing

PRICING YOUR HOME TO SELL

Selling your home is personal, and it's easy to let emotions influence what you believe it's worth. Pricing too low could mean leaving money on the table, while pricing too high could drive buyers away. That's where I come in.

As your REALTOR®, I'll bring an objective, strategic approach to pricing your home. Using market expertise and data-driven insights, I'll determine the right price to attract buyers while maximizing your return. Every home is unique, and I'll tailor a pricing strategy that aligns with your goals—ensuring the best possible outcome for your sale.

The Top Three

Pricing Factors To Consider

01.



THE MARKET

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



THE COMPETITION

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



YOUR TIMELINE

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





Selling Your Home

Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

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My Proven Marketing Plan

OUR SIGNATURE STRATEGY



Create a professional listing flyer & in-home marketing book



Informative & engaging MLS listing description



Present to my associates at bimonthly business meeting



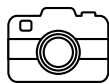
Strategic & targeted post card campaign



Hold an Open House 1-2 weeks after placing property on the market



Promote at a Realtor Open House Luncheon



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

Selling Your Home

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



Your Personal Preferences

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?

NOTES & *Questions*

selling

GUIDE

THE ROAD TO HOME

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST

INTEREST

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