

The background of the entire image is a close-up, slightly out-of-focus photograph of green palm fronds. The fronds are long and slender, with some showing the characteristic V-shaped splits. They are set against a light, neutral-toned wall, creating a layered, organic texture. The lighting is soft, highlighting the natural green of the leaves.

TEAM HEIDT'S ULTIMATE GUIDE TO

SELLING YOUR HOME

by Chelsea & Gunnar Heidt



WELCOME, FRIENDS

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Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

We believe your wildest dreams and your vision of home are all within reach! Selling a home comes with challenges and sometimes sacrifices, but also joy and celebration all weaved together in a perfect, memorable package. Rest assured that together, we can help you navigate the process with ease. We'll outline the steps and create a plan together, so you don't have to do any of the heavy lifting.

From pre-listing to finding the right buyers, negotiating the best terms for you, and cultivating a smooth process, this booklet will be your guide.

Cheers,

Founders, Heidt Real Estate




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OUR STORY

Heidt Real Estate is the Brother + Sister collaboration of Chelsea & Gunnar Heidt. The duo began their journey some 20 years ago, stealing golf balls from the fairway only to resell them back to the golfer who shot the ball. Although the business model has evolved, the chemistry and hustle remain the same.

With a lifetime experience of working together as a team. Our sibling partnership is a force to be reckoned with. We share a unifying feeling that helps us be the most efficient and productive we can be for ourselves, our clients, and our friends. What once was golf balls is now real estate and Charleston is our back yard.



WHY HIRE A TEAM?

To us, it's a no brainer. Why have 1 when you could have 2? Two for the price of one. 2 for 1 special. We didn't make up these sayings. But we darn sure agree with them! When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will someone always be available to take calls and answer questions, but we also bring double the experience & knowledge.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team, we build a plan just for your home, and each listing is vetted through the team, which ensures we don't have any holes in our marketing. Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS. While we take a personalized marketing approach, we have a systematic process for handling paperwork, ensuring you're always informed about the next steps.

SUCCESSFUL SELLING PROCESS

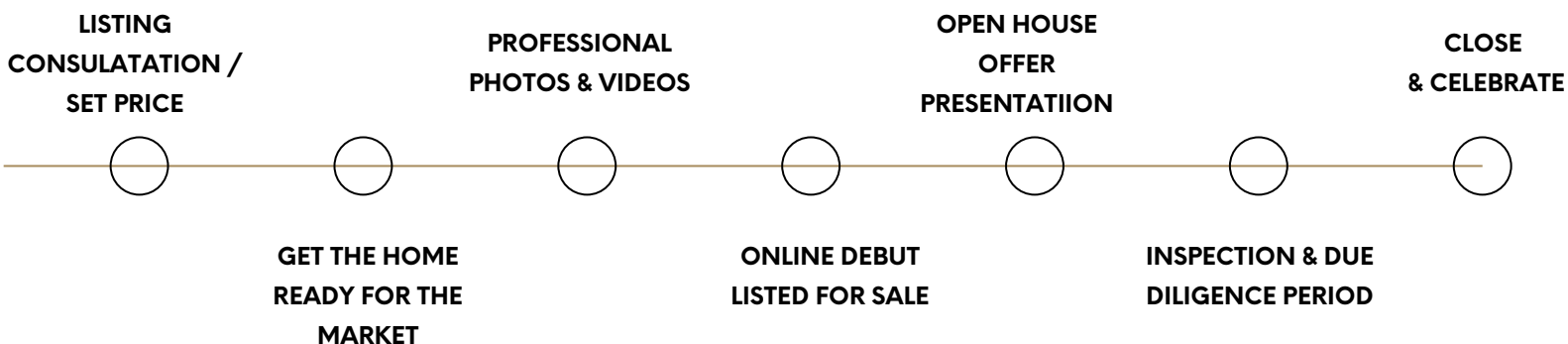


WE KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead, it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of **SOLD**.

Let's be honest, moving to a new home is **EXCITING!**



03 LISTING CONSULTATION

This is where we make a **plan together**. As your agent, I will be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to reflect on these aspects before our consultation. This way, we can make the most efficient use of our time together and address the most pertinent concerns.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy, and a comparative market analysis to show you what is selling (and not selling) in your market area. We've got a talented stager on board to spark some creative furniture rearrangement ideas, and an appraiser to share her valuable insights on the worth of it all! These services are our treat, because we genuinely care.



A few things to think about before we meet...

- | | |
|---|--|
| 01. What is your moving timeline? | 02. What do you hope to net from your home sale? |
| 03. What concerns do you have about listing or buying | 04. What repairs come to mind before listing? |

04

SETTING THE RIGHT PRICE



Have you ever wondered about the consequences of setting an excessively high price for your house? Well, the truth is, when you overprice your home, it can lead to a cascade of negative outcomes. You won't see any prospective buyers scheduling showings, and you certainly won't be receiving any offers. Instead, what you might encounter is chatter in the real estate market, but unfortunately, it won't be the kind of positive attention you desire.

Pricing your home appropriately is not just an art; it's also a science. In fact, it's arguably the single most crucial strategy you'll employ when you're ready to sell. When we sit down for your listing consultation, our goal is to ensure that your objectives align perfectly with the current market conditions. Together, we will formulate a comprehensive plan that maximizes your chances of a successful sale.

NOTES:

PREPPING YOUR HOME

*CLEANING & PREPPING YOUR HOME TO SELL
CAN INCREASE ITS PERCEIVED VALUE BY 3%-5%*

KITCHEN

- Clear off all counters, everything from bottles, wracks, paper towels, and toasters
- Deep clean appliances
- Tidy pantry | hide the trash can
- Clean cabinets inside & outside

FAMILY ROOM

- Remove 50% of personal accessories
- Declutter, including furniture if needed
- Vacuum upholstery and drapes
- Get fresh pillows or pillow covers
- Shampoo carpets

BEDROOMS

- Remove 30% of items in closets
- Remove 50% of personal accessories
- Replace bright bedding with neutral tones
- Clean shades, curtains and lamps
- Dust & organize nightstands

BATHROOMS

- Clear all counters of products
- Remove all personal accessories on countertop
- Replace bright towels & rugs with white
- Clean toilet & shower
- Eliminate odors

BACKYARD

- Tidy all toys, pack away as many as you can
- Trim all bushes & and mow lawn
- Leaf blow & sweep
- Wash windows
- Clean gutters

FRONT ENTRY

- Sweep the front porch + add a welcome mat
- Plant potted flowers
- Trim all bushes & and mow lawn
- Remove weeds from flower beds
- Clean | paint front door

THROUGHOUT

- Wipe down all blinds
- Touch up any drywall or paint
- Vacuum and mop
- Clean windows
- Fix anything not working properly

FINAL CLEAN

Prior to photos and videos we recommend a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's perceived value to buyers.

**If the owner looks after what's visible, rest assured,
their meticulous care extends to the unseen."**

Pre List To Do List

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISC

PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression?" Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography and videos, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

We specialize in preparing your home for the market by identifying what potential buyers are looking for when they step foot through your front door. Our selling approach is straightforward, strategic, and highly effective. By focusing on marketing, condition, and price, we position your home in a way that outshines the competition. With our proven methodology, your home can achieve the proper exposure, optimum pricing, and a wow factor that leaves potential buyers in awe. Your dream of finding the best new owner for your home is within reach.

08



SHOCKING TRUTHS

For Sale By Owner listings sell on average for 26% less

60% of FSBO listings are sold to someone they already knew

Homes listed with professional photography sell 32% faster

The average ROI on professional real estate photography is 26%

68% of consumers say that great photos made them want to visit the home

OUR EXPERTISE

NEGOTIATIONS

Lucky for you, we specialize in social media marketing, so your listing is connected with the millions of online home shoppers every day!

EDUCATION

No question is too small, we promise to always keep you informed, educated and empowered through this journey!

BOOSTING LISTINGS

As a certified negotiating specialist we will always put your best interests above all, advocating for your wants and needs every day.

02

GOING TO MARKET TIMELINE

Homes tend to shine brightest when they hit the market on Thursdays or Fridays. To make this happen, it's crucial to schedule cleaning and photography about a week in advance.

On the day designated for photography, we'll conduct decor staging and cleaning before the photo and video sessions. This is an all-day affair, so it's ideal if you plan to be away for most of the day and ensure there are no cars in the driveway.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home-only website
- Neighborhood direct mail pieces
- Social media posts & and paid ads
- Open house materials
- Email blasts
- MLS Listing | Syndicated to all other sites



Going to Market

3 STEP MARKETING PROCESS

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad, and another... and finally the home shopper is intrigued enough to click on the link to your personal website, where they can take a full digital tour, and contact me with ?'s.

03

OPEN HOUSE: This invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

THE TIMELINE

COMING SOON

- Sign is placed in the yard
- No showings until open house
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove 50% of personal items

POSTCARD CAMPAIGN

- Postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Drone footage & amenities photos
- Videos

SOCIAL DEPLOYED

- All social pieces created
- Long-form video, 1-2 reels, Tiktok,, designer style photos
- Ads sent to Facebook, Instagram and Google

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

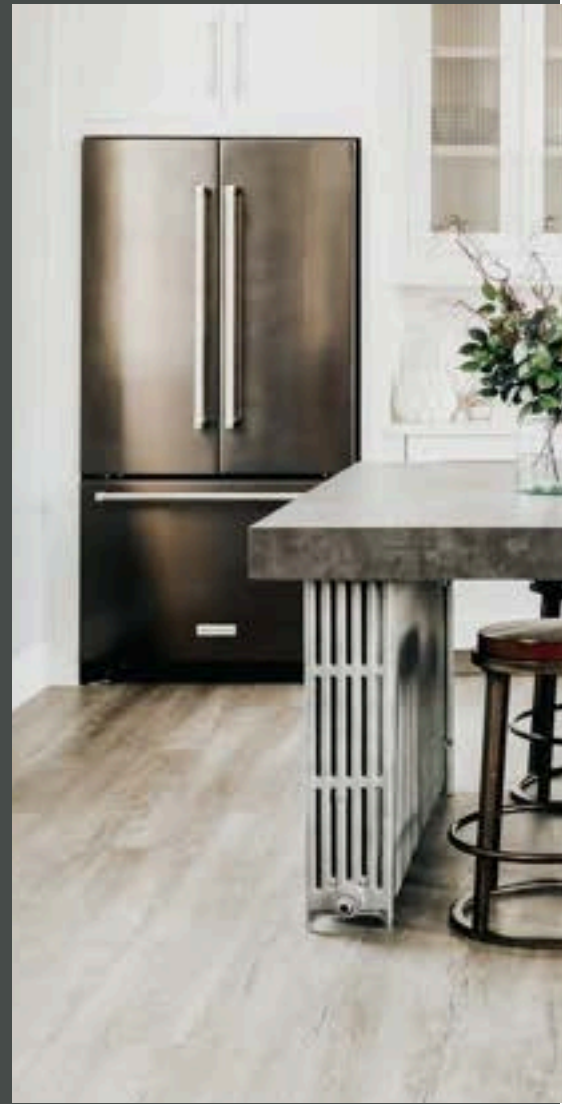
OPEN HOUSE

- Opening weekend
- Open House on Saturday & Sunday
- Showings

Online Debut: LISTED TO SELL

The evolution of the housing industry is unmistakable. Gone are the traditional methods of house hunting, such as newspaper listings and word-of-mouth referrals. Instead, the digital realm has taken center stage, revolutionizing the way people search for new homes. In today's landscape, a staggering 95% of home buyers rely on the Internet as their primary resource. It's not just a valuable tool; it's an indispensable one. In fact, for 74% of prospective buyers, their very first step in the quest for a new home is straight to online research.

As prospective buyers embark on this digital journey, they invest an average of 10 weeks in the search for their ideal home. During this time, they tour around 12 properties before making the pivotal decision to purchase. This buyer behavior emphasizes the significance of maintaining a strong online presence and a well-crafted digital marketing strategy.



We give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers.

We never overlook the fundamentals. This entails not only publishing your listing on the Multiple Listing Service (MLS) but also syndicating it across a comprehensive array of real estate platforms, including but not limited to Zillow, Trulia, Realtor, Redfin, and more. What sets me apart is that I'm not merely a Realtor who uploads your listing and crosses their fingers for the best outcome. Instead, my dedicated team employs a data-driven approach, utilizing strategic insights and staying attuned to evolving market trends to ensure your property garners the attention it deserves.



OPEN HOUSE

Consider this: when you host an open house, you're effectively unveiling your listing to a global audience. Each of these events has the power to reignite interest in your property across various online platforms, ensuring that your listing resurfaces in front of a broader pool of potential buyers. And let's not forget, in the realm of physical real estate, open houses offer potential buyers a unique opportunity to personally engage with your home.

This translates to an array of benefits: heightened visibility for your property, increased foot traffic for you, and the added possibility that someone who initially attended for casual or curious reasons might ultimately become your next buyer. In essence, open houses serve as a dynamic catalyst for showcasing your property and potentially converting mere curiosity into a genuine buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We will review these together to discuss the best plan of action... counter, accept, decline.

In cases where we receive multiple offers simultaneously, we adopt an efficient strategy by adding all the terms to a Google Spreadsheet so we can easily compare one to the next. This approach is particularly advantageous because it permits us to directly compare offers from various buyers concurrently.



CONTINGENCY PERIOD

In the realm of real estate, the term "contingency" signifies a specific condition within the Offer to Purchase, which must be met for the transaction to progress. As a buyer, you have the flexibility to include various contingencies in your contract to safeguard your interests.

The most common contingencies are inspection, appraisal, or the sale of another property. Buyers will complete inspections during due diligence. Financing & appraisal contingencies will be completed after. Once this phase is successfully navigated and all appears favorable, only two more stages remain before reaching the closing: the title search and the transfer of ownership.

These are all common and we will navigate them together!



COMMON CONTINGENCIES

01. Inspection Contingency

We will negotiate a timeframe for the buyers's Due Diligence Period, which grants them access to the property to conduct their inspections.

03. Appraisal Contingency

Inside the buyer's financing, there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

02. Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre approval from a lender, and I have personally spoken to them.

04. Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



Here it is—the momentous day has finally arrived! We’ve navigated this process countless times, and can assure you, we’re well-prepared to handle it smoothly. Today, you’ll be putting pen to paper on a substantial stack of documents, most of which may seem mundane, but every single one holds significant importance. The good news is your attorney will go through them with you!

The deal is on the cusp of closing, but there are a couple of final steps:

1. It's important to note that the deed doesn't attain its legal status until it's officially recorded by the county recorder's office. Once all parties have signed, our attorney will promptly submit it for recording. This process typically takes a few hours.
2. The timing of funding is contingent on when the deed gets recorded. Some loans may be funded on the same day, while others may take up to 48 hours following the recording. Rest assured, the home is considered officially closed once the recording is complete. There's no need to worry about immediate funding; the lender and title company have the funds ready, and it's just a procedural step to transfer them into your bank account.

Once the deed is officially recorded, we'll gladly hand over the keys to the new homeowner.

PERFERRED VENDORS

SERVICE	NAME	PHONE	WEBSITE/EMAIL
INSURANCE AGENTS	Lindsey Berkey	610.763.1859	goosehead.com
LENDER	Corie Davis Wes Sellew	843.847.1896 843.368.2124	csdavis@scfederal.org WesSellew.com
REAL ESTATE ATTORNEY	O'Shea Law Firm	843.805.4943	oshealaw.com
HOME INSPECTORS	Bryan Bennett	843.607.4880	carolinahomevision.com
MOVING COMPANY	PMC	843.352.8696	www.movepmc.com
LANDSCAPING	Priority Landscape Barbara Barrientos	843.588.6327 843.200.3235	prioritylandscape.com bandlandscapingllc.com
BLINDS & SHUTTERS	Charleston Blind Company	843.478.1913	charlestonblindcompany.com
PAINT & PRESSURE WASH	Charleston Renewed	843.241.3119	charlestonrenewed.com
PLUMBING	J Stephens Nabs Plumbing, Jimmy	843.801.2840 843.754.9191	jstephensplumbing.com/
LAWN CARE	Island Maintenance Runs RC Landscaping & Maintence	760.473.4334 843.302.6059	
TREE SERVICES	Brothers Tree Service Salvador Alvarado	843.729.9672	

PERFERRED VENDORS

SERVICE	NAME	PHONE	WEBSITE
CLEANING COMPANY	Barbara Barrientos	843.200.3235	bandlandscapingllc.com
CONTRACTORS	Kohnstruction Oak Marsh Homes	803.243.1183 336.362.4276	kohnstruction.com oakmarshhomes@gmail.com
ELECTRICAL	Bucci's Electrical Robert Cummings	843.864.3254 843.729.2904	
PLUMBING	J Stephens Toby Williams	843.801.2840 803.513.1286	jstephensplumbing.com
HVAC	Lorenzo Glover Limric	843.709.0114 843.920.4217	limric.com
INTERIOR DESIGN	ARC Interiors	704.340.0550	arc-interiors.org
RENOVATION & DESIGN	ULDI Design & Interior	parkere@uldandinteriors.com	uldandinteriors.com
FENCING	Southern Fencing	803.608.8430	
HANDYMAN	Sweetgrass AOHomeServices	843.530.0434 843.860.72.15	
ROOFING	Bryan Manning	843.640.1376	manninggc.com/manning-roofing-charleston

FAQ'S:

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01. How should I price my home to sell quickly and at a good value?

Pricing your home correctly is crucial. We will conduct a comparative market analysis to set a competitive price that reflects current market conditions and recent sales in your area. This strategy helps attract serious buyers while ensuring you get the best possible return on your investment.

02. What if my home doesn't sell as quickly as I hoped?

A: If your home doesn't sell within your desired timeframe, don't worry. Your agent will reassess the market conditions and may suggest price adjustments, enhanced marketing strategies, or small improvements to attract buyers. Flexibility and quick adjustments can make all the difference.

03. What should I do to prepare my home for the market?

A: First impressions matter. Start by making necessary repairs, decluttering, and deep cleaning your home. Consider staging key areas to highlight your home's best features. Your agent can provide personalized advice on how to make your home more appealing to potential buyers.

04. Q: What are the costs involved in selling my home?

A: Selling a home comes with several costs, including real estate agent commissions, closing costs, and possibly repair or staging expenses. Your agent will outline these costs upfront so you can plan accordingly and avoid any surprises.

05. How do I handle multiple offers?

Receiving multiple offers is a great position to be in! Your agent will help you evaluate each offer based on price, contingencies, and the buyer's qualifications. Together, you can choose the offer that best aligns with your goals and negotiate terms that are favorable to you.