



SOLD.

BY THE BYRD'S EYE GROUP

FROM CONSIDERATION TO
CLOSE... ALL THE DETAILS
YOU NEED TO
SUCCESSFULLY LIST &
SELL YOUR HOME.





Hi, I'm Hal!..

And I believe home is more than just a physical space. It's where you've created countless memories & moments with loved ones... and where you feel most comfortable.

Whether it's your 1st time or 10th, when it comes time to sell your home and begin a new chapter, the process can be overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, my team & I will help you navigate this journey with ease. I will outline the winning playbook and we'll create a plan together to simplify & streamline the entire process.

From preparing your home, to finding the right buyers, to negotiating the best terms & creating a smooth, stress-free close, THIS booklet will be your guide.

- Hal Byrd

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ABOUT ME, BY THE NUMBERS

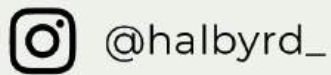
HAL BYRD

Realtor, Relocation Expert
& PNW Lifestyle Influencer

ABOUT

I have worked to become a highly regarded Realtor in our area. My wildly popular YouTube channel has gained widespread recognition (and will become an asset to you as we market your home).

I also develop & train other real estate professionals and help people build a life & business they love... through real estate. You can expect expert guidance & deal structuring along with modern day marketing to get your home sold.



NOTABLE NUMBERS

3 ICON AWARDS

TOP 10 IN CLARK COUNTY, WA

96 2024 RANK IN WA STATE

\$80M+ TOTAL SALES VOLUME

Verifiable via RealTrends Verified City Rankings

AUDIENCE PERFORMANCE

LAST 90 DAYS



328,700+
Impressions



4,800+
Subscribers



28,000+
Views

By leveraging my exclusive audience, listing with me guarantees unparalleled exposure for your home. More exposure = more potential buyers & offers!

WHY HIRE A TEAM?

When it comes to buying or selling a property, there's definitely power in numbers... and having the right real estate team on your side is a game-changer. Beyond the obvious logistics of fielding interest, taking calls and showing properties, my team brings a combined wealth of experience, market-knowledge and expertise to the table.

Because your home is likely one of your most valuable assets, having a variety of perspectives on which to build your specific marketing plan is... invaluable. As a team we develop a unique plan just for your home and this "blueprint" is followed throughout the team, ensuring there are no holes in our marketing game.

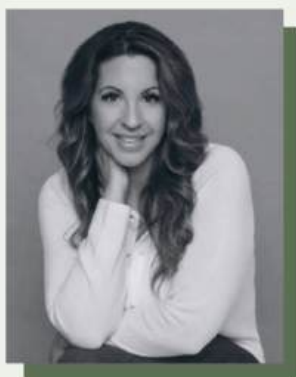
Our job is to get you the best deal in the shortest time frame and often times that is through leveraging our combined skillsets - and NETWORKS...

While we personalize your marketing plan, we systemize our approach to the process, ensuring you always know what's coming next.

MEET MY TEAM...



JARRET
Marketing &
Operations



REBECCA
Associate
Agent



VALESKA
Transaction
Management



LIMART
Video Editor

A SUCCESSFUL SELLING PROCESS



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

But it doesn't have to be. Instead, it can be a fun, fresh start to a new chapter - and the time to relive wonderful memories & anticipate a new group of folks creating their own memories in your house...

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

Besides, moving on to a new home should be EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we develop a plan together. As your trusted professional, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. It's a great idea to take a moment to think about those things before our meeting so we make the best use of our time together and address the most important issues.

I'll also be sharing 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 currently selling (and not selling) in your specific market area.



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

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

- Hal

HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

BUYER'S
REALTOR

SELLER'S
REALTOR

SELLER

LOAN EVALUATION

BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**FIND YOUR
DREAM
HOME!**

OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

PURCHASE NEGOTIATION

SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON

INSPECTION PERIOD

BUYER BEGINS INSPECTION PERIOD & SUBMITS REPAIR REQUESTS

EARNEST MONEY DEPOSIT

BUYER SUBMITS DEPOSIT TO TITLE/ESCROW, WHICH IS HELD IN EARNEST

ESCROW IS OPENED

TIMELINES START THE DAY AFTER THE AGREEMENT IS SIGNED & DELIVERED

**SALES
AGREEMENT
EXECUTED**

**LOAN
APPLICATION
PROCESSED &
APPRAISAL
ORDERED**

TITLE SEARCH
CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

CLOSING DOCS ISSUED

LENDER PROVIDES LOAD ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

CONTINGENCIES SATISFIED

ONCE FINANCING IS COMPLETE, INSPECTION MODIFICATIONS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF

FINAL WALK THROUGH

0-3 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE



**TRANSACTION
CLOSED**





SETTING THE *RIGHT* PRICE

There's an old saying in real estate -
***"You know what happens when you
overprice your house?.. Nothing!"***

Nothing happens. No buzz is
developed, no showings get
scheduled... and no offers come in.

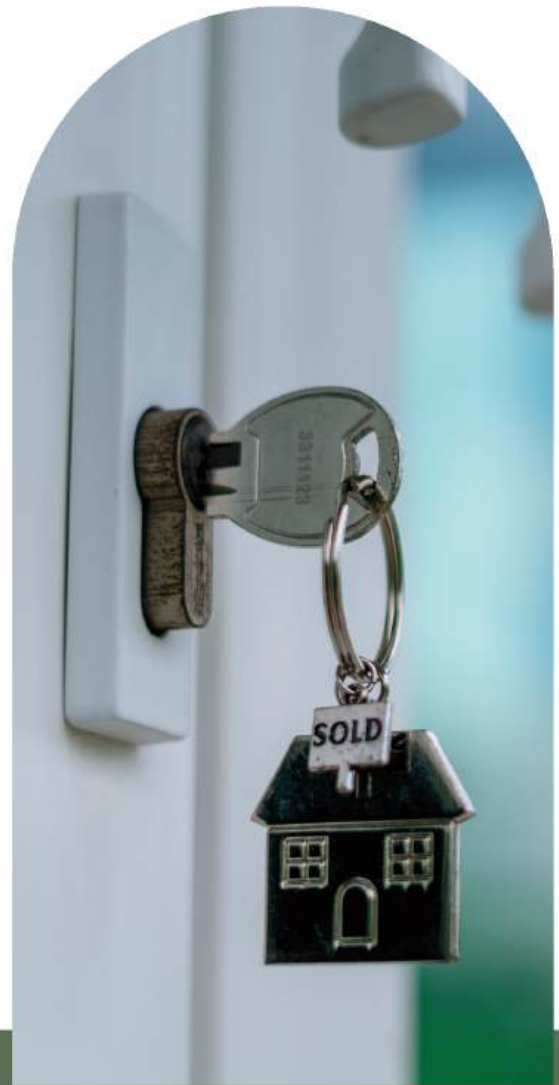
Pricing is a science and the single most
crucial issue to get right when going to
market. During our listing consultation,
we'll make sure your goals align with
market conditions to result in a
successful experience.

NOTES

AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

Despite common belief there is no standard amount of compensation for either agent. New NAR regulations (in effect 08/17/2024) prohibit us from displaying buyer agent compensation inside the MLS, but it is still recommended that Sellers offer compensation to a Buyer's agent, here's why:



- **It makes your listing more appealing.** When every other listing is offering a buyer's co-broke agents are motivated to get their clients into yours.
- **It creates a smoother transaction.** A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

You are not required to offer a Buyer's agent commission (BAC), however, when you allow the buyer to roll their agent's commission into the purchase price of the home it greatly reduces the amount of cash they are required to bring to the table. A BAC previously was a pre-negotiated Seller concession, but the choice is yours in whether you're willing to make that concession. We can communicate willingness to pay a BAC up to a certain percentage ahead of time to all Buyers or you may decide to consider this concession on a case-by-case basis with all the terms of the offer.



DO YOU NEED TO PAY A BUYER'S AGENT?

THE SHORT ANSWER IS NO...

You've never been 'required' to pay a Buyer's agent BUT it does offer you a competitive advantage which is why it has almost always been done this way. Buyers face a LOT of upfront fees when buying a new home, so when a Seller offers a BAC to the buyer's agent, the number of Buyers that can now afford the home skyrockets.

Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers a BAC to your Buyer's agent as well.

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

01 *Kitchen*

- Clear off all counters, everything from plants, paper towels & toasters
- Remove all personal accessories
- Tidy pantry

02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel, refresh mulch

06 *Front Entry*

- Hose front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07 *Throughout*

- Wipe down all blinds & window sills
- Touch up any drywall or paint

08 *Final Clean*

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

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

You never get a second chance to make a first impression.

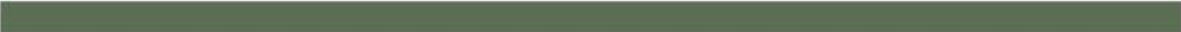
Especially in real estate, that first impression can be the difference between your house selling fast and having it sit on the market for months.

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

We want to make sure that the image we present of entices qualified buyers to take a look in person. The best way to make sure that happens, is to give Buyers what they're looking for upfront.

My philosophy is to provide as much photo, video, and supplemental information (such as 3-D tours and floor plans) on every listing that by the time Buyers view your home in person they already love it and the showing is just a confirmation of that.

It's so much more than photography, it's considering every detail down to the order each photograph is presented and being there on photography day to make sure nothing stands in the way of this critical step to selling your home.





Shocking Truths...



Homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%...



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

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on a Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

We'll discuss staging, cleaning, & prep work prior to photo day to showcase your house in its best light. Photo day is an all day event and it is best if you plan to be gone for the majority of the day.

The *professional* photos, videos, & drone footage will then be edited and used to build the following marketing materials:

- Your home-specific website
- Neighborhood direct mail marketing
- Social media posts & targeted ads
- Open house materials
- 3D Tour & Floorplan



GOING TO MARKET

Three 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 through 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 our data & results tell us otherwise. This is where we let all the neighbors (& *their network...*) know about your home.

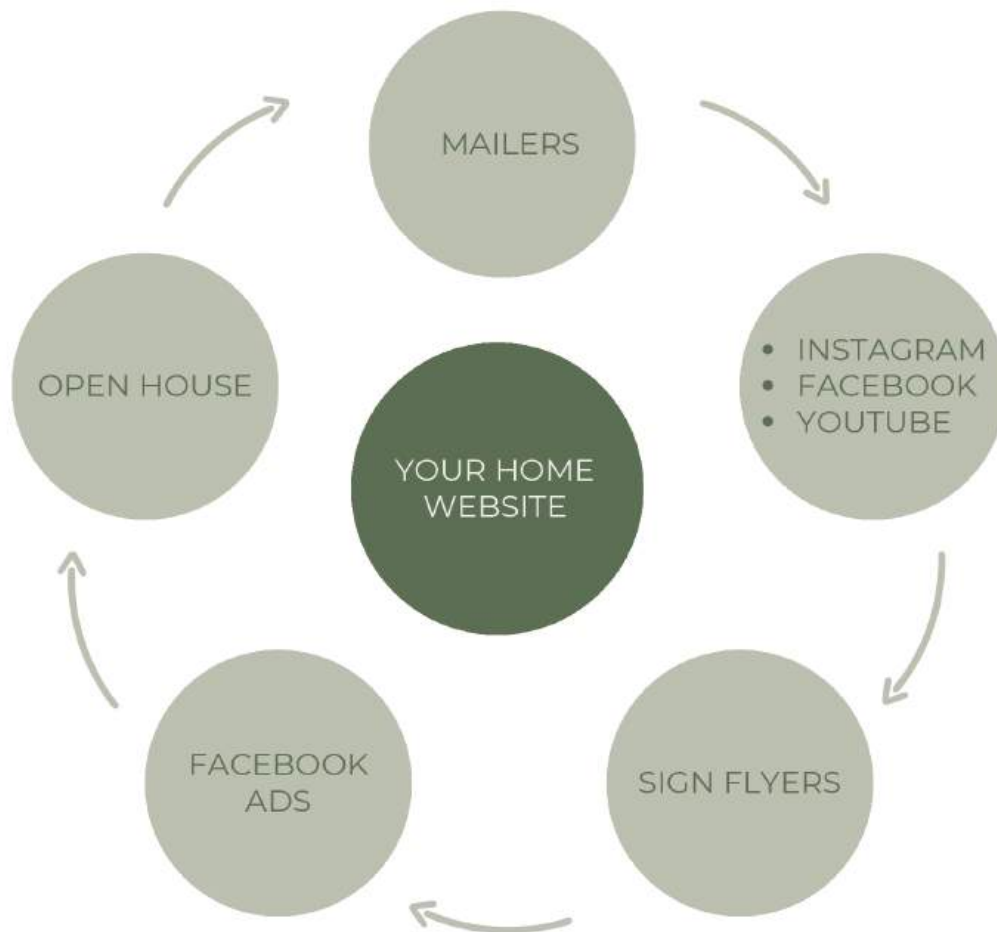
02

SOCIAL: They see a postcard in the mail and then a reel pops up showcasing the house... Then a Facebook ad... finally, buyers are clicking on the link to your personal website, where they can take a full 3D tour.

03

OPEN HOUSE: Like a huge Grand Opening, it's their chance to *feel* what your home has to offer in real life. And since most attendees have already seen the *professional* photos & videos, they're highly invested in your home.

The 7-11-4 Rule



Studies show that in order for most consumers to make a buying decision they need to spend **7 hours of time, with 11 touch points from at least 4 different platforms** to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours sounds excessive, but buying a home is often one of the biggest decisions most people make, so we want to make it easy & enjoyable for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

1. CLEAN & PREP

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

2. PHOTO & VIDEO

- *Content shoot day*
- *Full photos of home*
- *Full immersive video*

3. CUSTOM WEBSITE BUILT

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

4. COMING SOON

- *Sign is placed in yard*
- *Generates Buzz*
- *(No showings until the Thursday we go live)*

5. POSTCARD CAMPAIGN

- *Multiple postcards designed*
- *Coming Soon, Open House, Just Listed, Under Contract, Sold*

6. SOCIAL DEPLOYED

- *All social pieces created*
- *Long form video, 3-4 reels and designer-style photos*

7. OPEN HOUSE

- *Grand Opening weekend!*
- *Open Houses on Saturday & Sunday*

ONLINE, ON MARKET LISTED TO SELL

It's no secret that the housing industry has changed drastically over the years. Gone are the days of newspaper listings; now, most people turn to tech and the Internet when looking for homes. With 95% of home buyers using it, the Internet is an essential tool in the home search process. Sure, you could attempt to just list your own home if having your home on the Internet was all it took. The reality is "FSBO" homes sell for about 26% less on average than those listed with a Realtor.

And this stat doesn't take into account:

- Making the *right* preparations for the home to sell
- Getting the right price
- Understanding the legal paperwork & terms that are in *your* best interest
- Selling within the planned length of time
- Having enough time to devote to all aspects of the sale
- Attracting potential buyers
- Helping potential buyers obtain financing

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

Let's make sure that your home is 1 of those 12 and that your home is the one that's chosen. Of course, we cover ALL the basics by publish your listing on the local RMLS (multiple listing service) and Northwest MLS (sharing your house all the way up to Canada!), we also syndicate with all the major real estate platforms like Zillow, Trulia, and Realtor.com...



I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers and your entire transaction is handled with concierge-level service.

OPEN HOUSE

Open houses are *essential* when selling a property.



Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because we're now taking things into the physical realm, an open house also gives prospective buyers a chance to experience your home "IRL" - in real life!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might actually end up being YOUR BUYER!

OFFER PRESENTATION

Offer presentations happen as soon as we receiving our first offer. We'll get together as a team to review offers with you side-by-side so we can compare and decide on which to counteroffer - or accept!

In a multiple-offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, resulting in the ability to make a quick, confident decision.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Purchase & Sale Agreement that needs to be satisfied or waived in order for the transaction to keep moving forward. Think of a contingency as an "IF"; i.e. "I'll buy the home, IF ____". As the buyer, there are many contingencies they can choose to request in their offer. Common contingencies include: home inspection, financing, sale of existing home, septic/well inspections, title report, and appraisal.

Beyond these contingencies, if everything else is agreeable, there are just two more stages before closing: a title search and transfer of ownership.

By working closely together, you'll be better able to understand what different contingencies mean to the sale, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies throughout the transaction.



COMMON

Inspection Contingency

The “standard” inspection contingency is 10 days, however Buyers are able to request any length of inspection contingency. This is where the buyer is able to conduct their due-diligence on the property with a professional inspection.

Financing Contingency

Most contracts are contingent on the buyer's ability to obtain a loan. We always contact the Buyer's lender *personally* to confirm that they've issued a pre-approval (NOT a pre-qualification) in addition to confirming other important details that will tell us how likely a financing Buyer is to close.

Appraisal Contingency

Within the buyer's financing contingency there is an appraisal contingency. Cash buyers can also add this contingency as a stand-alone clause. This means the buyer's purchase is contingent upon the home appraising for their purchase price.

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.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. You will usually sign closing documents days before our actual close day. After you sign everything...the deal is closed once the following is done:

1. The sale isn't final until the deed has been recorded at the county. Once each party has signed and all funds have been received in escrow, the title company will release the file to record. Once this happens, we will be notified and recording can take a few hours, but usually happens same day.
2. After recording, your final settlement statement will be mailed. You can choose to receive your funds in a few different (wire, check, mail). Note: it may take a few days for your mortgage to be paid off & to receive your funds (especially if we close on a Friday). Keep in mind, the title company has the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

What you **CAN EXPECT**

I know that right now it feels like you have countless decisions to make. But by working with me, you can take some of the most challenging & scary ones off your plate... and avoid some of the most common & costly mistakes in the process.

I know this is about much more than selling for top dollar, and I while can't promise that there will be no bumps along the process, I'll be by your side to best to help you avoid any delays or roadblocks. You can expect weekly updates with my popular *tell it like it is* honesty & creative problem solving to get you where you want to go.

I look forward to our working together!

- Hal

what other Sellers **ARE SAYING**

★★★★★ **DEVLIN & LACEY M.**

Working with Hal to find and purchase our home as well as sell our old house was absolutely amazing. I cannot speak highly enough of the experience she provided. She is incredibly knowledgeable, professional, insightful, hard-working, friendly, and all around wonderful to work with.

We had very specific requirements for the house we were looking for and it took time to find it at a price we could afford. Throughout the process Hal was always upfront and honest with us and always kept our needs front and center. She never put any pressure on us to buy anything that we didn't want or sell for a price that we weren't comfortable with.

She worked incredibly hard to get us exactly what we wanted. From this point forward, Hal Byrd is the only Realtor that I want to work with. I would recommend Hal Byrd & The Byrd's Eye Relocation Team to anyone looking to buy or sell a home.

★★★★★ **HANS & LORI B.**

Hal just represented me as a seller of my home and she was truly amazing. I knew she was good but I honestly did not know how good until she represented me as a client. I would recommend Hal to any buyer or seller of real estate as a consummate professional.

★★★★★ **PRISCILLA N.**

First, my ex and I had to sell our home in a sellers market. Hal staged our home and we had a qualified buyer after the first weekend show, which was also the timeframe it first went on the market.

Second, I needed to find a home in a very short amount of time. Hal found my forever home in the neighborhood that I wanted, the type of house I wanted, and she helped to negotiate an excellent purchase price!

READY TO LIST?

We'll get a few documents, like the listing agreement, electronically signed and our team will get to work right away on taking you through our proven SOLD process. We're honor to receive your trust and look forward to working on your behalf.

hal
BYRD



CONTACT

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exp[®] | iCON
REALTY

REALTOR[®]
CERTIFIED LUXURY & RELOCATION
SPECIALIST

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