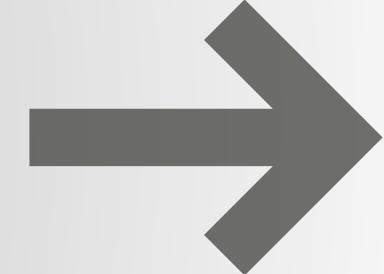


# Our Plan for Getting Your Home **SOLD**



**Price Right. Market Right. Sell Fast.**



# Understanding Your Market

We go **beyond** the basics of putting a sign in your yard and uploading your home to the MLS. Our **strategy** is *multi-layered*, thoughtfully *executed*, and *designed* to get results.

Your **property** will not only be **featured** on every major real estate website *Zillow*, *Realtor.com*, *Redfin*, *Trulia*, and more, but also aggressively promoted across social media platforms using a **custom, market-tested plan** that's *tailored* to this area's buying behavior.

**Let's face it:** the market is constantly evolving, and we **evolve with it!**

We have a **designated PSA** (*Pricing Strategy Advisor*), that *stays on top of market trends* and *adapts our sales strategy* accordingly.

We have a **dedicated coordinator** that keeps everything *running behind the scenes*—ensuring every **deadline, document**, and **detail** is accounted for.

We have agents that serve as **communication experts**, seamlessly *managing conversations* and **relationships** across every **stage** of the transaction.

# Leveraging our Network

One of our most **powerful** yet **underused** tools is something we call **Platform Marketing**—leveraging our network of *trusted* real estate vendors to *amplify* your listing. These **partnerships** allow us to *extend* your reach **beyond** traditional buyers by *tapping* into the audiences of **lenders**, **title companies**, and **service providers**.

## Example

Our lender partners share listings with over 5,000 clients and followers. We apply the same strategy with title companies and service vendors, expanding your listing's exposure to thousands more.

When a *home* is **vacant**, we personally **stage** it for *photos* and then bring in the area's *top-tier* *professional* *photographers* and *videographers*—all at **our expense**. You don't **lift** a finger. We **handle** it all.

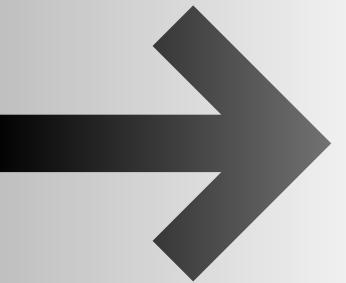
We also use a **proven** *pre-marketing* *strategy*, building **buzz** before launch weekend, followed by a carefully **coordinated** *open house* (when appropriate) that's *co-hosted* with our *vendor partners* to **maximize** exposure.

You're not just *getting* an **agent**. You're *getting* a **full-service**, **specialized** team working **hard** to get your home **SOLD!**



# How do we price?

We use *three* proven pricing strategies,  
based on your home and the market.



## Price at Market Value

This **attracts** approximately 60% of *active buyers*. Most *sellers* prefer this method, as it **aligns** with *buyer expectations* and *agent recommendations*. Remember, buyers and their agents research too—**they know what homes are worth** so you want to hit the *sweet spot* in price.

According to NAR's 2023 *Profile of Home Buyers and Sellers*, buyers typically **paid 100% of asking price**, with **25% paying over asking**.

In *cooler markets with higher inventory*, over-asking offers are **less common**.

## Price just below Market Value

Listing **10%–15% below** market opens your home to **75%–90%** of *active buyers*. This can be **ideal** for properties with **unique features** or **limited comparables**.

## Price above Market Value

This *approach* often **limits interest**, with **only 10%** of the *buyer pool* engaging. We **rarely recommend** this unless your *home* has an **exceptionally rare appeal**.

# Staging Tips



Items to Remove:

[Click Here](#)



Items to Add:

[Click Here](#)



Items to Clean:

[Click Here](#)

# What Do People Say About Us?

"Michael went above and beyond the call of duty to sell our home. Tackling obstacles that are rarely, if ever, faced in real estate. He answered every single one of my texts within minutes, and there were a lot!! Everything worked out just as we wanted in the end. We couldn't have asked for anything better. Thanks, Michael for being kind, generous, and authentic through all your hard work. God Bless."

**—The Bourques**

"When selling your home, it is very stressful and nerve wracking... Mike Carr just made my experience so much better!! With positive energy and words, to guidance. I suggest if you or anyone you know are in the market to buy or sell! Do yourself a huge favor and reach out to Mike!! I personally can't thank him enough!!"

**—Sterling B.**

"Mike was impressive. He went above and beyond and did way more than I ever expected. From answering questions at whatever time, I sent them (I felt bad at times), checking in with updates, to calling people to get updates when I asked for them, and so much more that went on before closing. I recommend him. I know I'll be contacting him for my next real estate adventure. Thank you so much, Michael B Carr! You are awesome!"

**—Aydenis A.**

"Mike is the most patient, compassionate, laid back, knowledgeable person. My husband and I could not have had a better experience, or a better real estate agent. His patience and helpfulness were unbelievable!"

**—Melissa V.**

*The*  
COLLECTIVE

real



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