



LISTING EXPERIENCES

We outline the various listing packages offered to sellers, each tailored to different needs and preferences. **All initial consultations are free**, allowing you to discuss your specific goals and choose the package that best aligns.

Sarah McGarry, McGarry Home Team | www.McGarryHomeTeam.com | 719-201-8352

TAILORED PACKAGES

▼ PLATINUM STANDARD PACKAGE

The Platinum Standard Package is designed for sellers who prioritize streamlined success. It provides a comprehensive set of services to ensure a smooth and efficient selling process.

- Professional Comparative Market Analysis (CMA)
- Pricing strategy consultation
- 2-10 Home Warranty, Seller coverage
- High-quality listing photography
- Listing on the MLS and major real estate websites
- Yard signage
- Digital marketing via email and social media
- Coordination of all showings
- Weekly status updates and market feedback reports
- Contract negotiation and Closing coordination

▼ SAPPHIRE PREMIUM PACKAGE

The Sapphire Premium Package caters to sellers seeking a refined and enhanced selling experience. It builds upon the Platinum Standard Package with additional services designed to elevate the presentation and marketing of the property.

- **All features of the Platinum Standard Package**
- Professional staging consultation
- 3D virtual tour of the property
- Aerial drone photography and video (if applicable)
- Enhanced digital marketing, including targeted social media ads and online ads
- Open house management and event marketing
- Professional brochures and property flyers
- Individual property website

▼ DIAMOND LUXE EXPERIENCE

The Diamond Luxe Experience is tailored for discerning sellers who expect nothing but the best. It offers a premium suite of services designed to maximize exposure, attract high-end buyers, and ensure a seamless and luxurious selling experience.

- **All features of the Sapphire Premium Package**
- Full-service home staging
- Custom property website and dedicated online marketing campaign
- Premium print marketing, including magazine ads and direct mail campaigns
- Professional video walkthrough and storytelling video
- VIP Open Houses with catering
- White-glove service from listing to closing, with dedicated concierge support

À-LA-CARTE CUSTOM PACKAGES

For sellers with unique needs or specific preferences, à-la-carte custom packages are available. These packages allow the flexibility to select individual services that best align with your goals and budget.

▼ CUSTOM PROPERTY WEBSITE

A custom website for an individual property is a powerful tool when selling a home. It creates a personalized digital experience that showcases the property in a unique, professional manner. With features like virtual tours, high-quality images, and detailed descriptions, it allows buyers to engage deeply with the listing. Additionally, custom sites often rank better in search results, improving the property's online visibility. They also enable sellers to highlight key features and local amenities, setting the home apart from others in a competitive market and attracting more serious, qualified buyers.

[See a Preview](#)

▼ 3D VIRTUAL TOUR

A **3D virtual tour** allows potential buyers to experience your property from the comfort of their own homes. This immersive technology provides a realistic and interactive walkthrough of the entire property, allowing buyers to explore every room and detail at their own pace. This is particularly beneficial for out-of-town buyers or those who prefer a virtual preview before scheduling an in-person showing. ***The numbers just add up: 3D Home Tours and interactive floor plans make listings more interesting – and people more interested.***

[Preview a 3D Tour here](#)



Listings on Zillow with an Interactive Floor Plan received, on average, **60% more views** than listings without an Interactive Floor Plan.**



Homes on Zillow with an Interactive Floor Plan were saved **79% more** than homes without an Interactive Floor Plan.**



69% of home buyers agree a dynamic floor plan that shows what part of the home each photo depicts would help them determine if the home is right for them.*

*Source: 2022 Zillow Consumer Housing Trends Report

**Based on data collected October 2022-March 2023 for Top 50 MSAs by listing volume.

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▼ CUSTOM FLOOR PLANS

Why use floor plans on a listing? If you don't stand out, you don't stand a chance.

✔ According to recent NAR research, floor plans are the **most desired feature on a listing**, just after the standard listing photos.

✔ **Help buyers understand the layout** of the home easily, giving an accurate overview of the property.

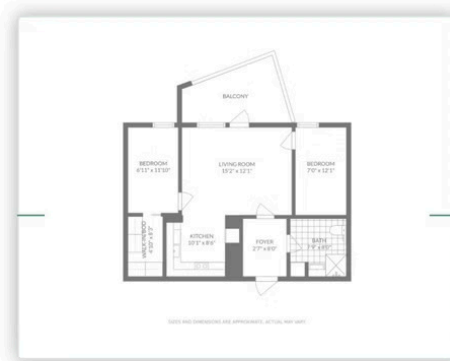
✔ **Reduced time on the market by 50%** and **increased click-throughs by 52%**, if floor plan is included on a listing.



B&W floor plan without dimensions



Grayscale floor plan with dimensions



Elegant floor plan with dimensions



Earth Tones floor plan with dimensions & fixed furniture

▼ PROFESSIONAL STAGING CONSULTATION

Professional staging consultation is a valuable service that helps sellers present their property in its best light to attract potential buyers. A staging expert will provide guidance on furniture arrangement, decor choices, and overall presentation to create a welcoming and appealing environment that highlights the property's strengths and maximizes its appeal.

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OUR COMMITMENT IS TO YOUR SUCCESS



EXPERTISE

Our team brings years of experience and market knowledge to every listing.



DEDICATION

From listing to closing, we're committed to achieving the best possible outcome for you.



INNOVATION

We leverage cutting-edge technology and marketing strategies to showcase your property.

GET STARTED TODAY!



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Defined by Service & Expertise.