



SOLD PLAYBOOK

YOUR HOME-SELLING GUIDE

SELLER'S ROADMAP

01



Choose Your
Agent

02



Prepare Your
Home

03



Strategic
Pricing

04



Staged vs.
Vacant

05



Modern
Marketing

06



Showing
Your Home

07



Closing Process



STEP ONE

CHOOSE YOUR AGENT

WHAT TO LOOK FOR IN A REAL ESTATE AGENT

The right real estate agent should have an in depth understanding of your goals, your market, and a track record for finding buyers at the price and terms their clients want.



INTERVIEW YOUR AGENTS TO UNDERSTAND IF THEY'RE THE RIGHT FIT:

- What's your experience selling?
- What's your avg. sale-to-list price ratio?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?

GET TO KNOW ME

Hi I'm *Candree Hills*

With 10+ years of experience in the Lake of the Ozarks real estate market, I have a deep understanding of the local market and the needs of my clients. Whether you're looking to buy, sell, or invest in real estate, I'm here to help you achieve your goals.

I have a degree in Business and I am a licensed Realtor in the state of Missouri. My background in business and marketing, combined with my in-depth knowledge of the local real estate market, allows me to provide my clients with the best possible experience.



WHAT YOU CAN EXPECT WORKING WITH ME

I'M CURIOUS

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'M COMMITTED

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'M PROACTIVE

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'M PERSONAL

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

STEP TWO

PREPARE YOUR HOME

CONSIDER HOME REPAIRS

Most buyers gravitate towards homes that are move-in ready.


Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

PROPERTY WALK THROUGH

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. Think about your home from a future buyer's perspective.

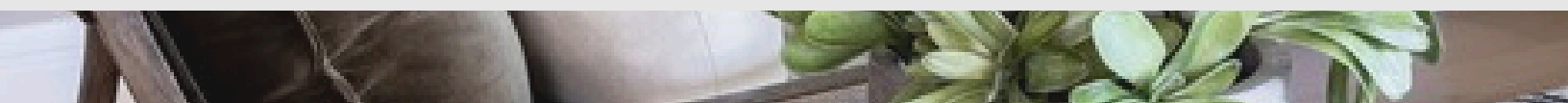
SMALL IMPROVEMENTS THAT MAKE A BIG DIFFERENCE

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see *what they see within the first 8 seconds.*"

BARBARA CORCORAN



LISTING PREPARATION CHECKLIST

DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda & by opening windows

CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal mementos

REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: Tighten loose door knobs and cabinet pulls

STRATEGIC PRICING

01



Your property attracts the most interest when it is first listed.

02



Properties that are priced correctly from the beginning typically sell for more in the end.

03



Overpriced homes sit on the market longer.



Your agent should *thoroughly evaluate the market* to determine the value of your home and price it appropriately.

PRICING STRATEGIES PR PRICING STRATEGIES PR



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender

STEP FOUR

STAGED VS. VACANT

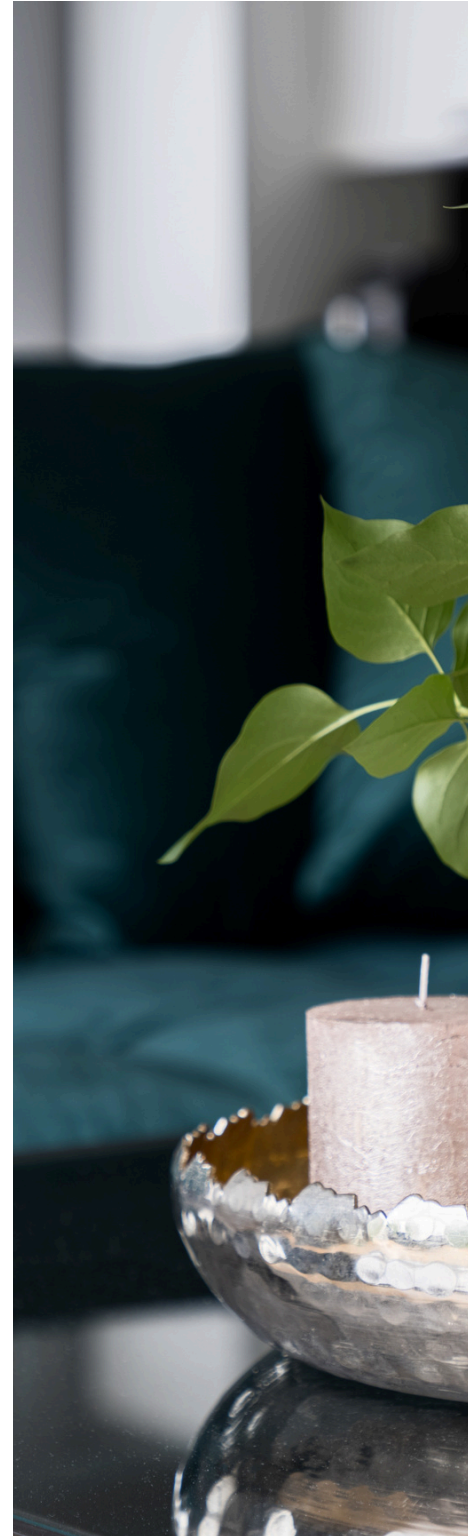
THE KEY IS NAILING THE FIRST IMPRESSION WITH BUYERS—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

Together with your agent, you can create warm & inviting atmosphere that makes buyers excited to be there-- vacant or staged!



MODERN MARKETING

It's an agent's job to bring the seller a buyer at the *terms & price* they want. A mix of *digital & traditional* marketing is how to achieve it.

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home is on the internet.

Work with an agent who will maximize your home's visibility online with digital marketing including:

- Photo & video
- Social media marketing
- Email marketing
- Targeted ads

02 TRADITIONAL MARKETING

Traditional marketing strategies are also important for reaching the right buyer

Work with an agent who offers robust traditional marketing strategies, including:

- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures

& when it's implemented successfully...

OUR MARKETING PUSH

Ninety-five percent of home buyers used the internet to search for homes.

95%

High End Video Marketing

Each of our Video gets Branded and Unbranded high end video shoot



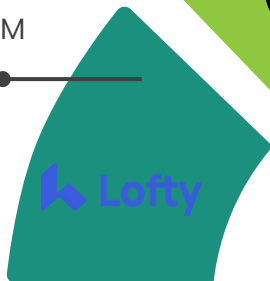
Maximize the MLS Listing

We you all 50 photos for listing along with custom listing packets attached to make it easier for buyers.



LOFTY

Our State of the Art CRM Allows us to put our marketing material in front of our potential buyer pool of over 9,000 Active Buyers.



Mail Chip

We Send an unbranded video to over 1300 local realtors with and easy to share link.



Facebook Marketing

Our Listing Videos Receive an average of 5,900 views.



You Tube

We use Youtube to maximize national exposure.



Tik Tok

We have the biggest Following at the Lake and use Tik Tok to have fun with our listings.



Instagram and Instagram Reels

We have the largest Instagram following at the Lake and use posts and reels to maximize your exposure.





MARKETING STATS

250
THOUSAND

FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS

LIST WITH US AND GET 250,000 MORE VIEWS ON YOUR PROPERTY

10,000

AVERAGE VIEWS PER LISTING VIDEO



1 MILLION

IN 2023 - OUR MARKETING VIDEOS HIT 1 MILLION VIEWS ON FACEBOOK ALONE!

OUR VIEWS & CLICKS BEAT OUT THE COMPETITION BY A MILLION

5,914 HOURS

TOTAL HOURS WATCHED IN 2023

2.5 MILLION

PEOPLE TOTAL - REACHED IN 2023

SWIFT & CO. USES THE LATEST IN TECHNOLOGY IN THE LOTO MARKET

GIVE YOUR LISTING THE EXPOSURE IT DESERVES

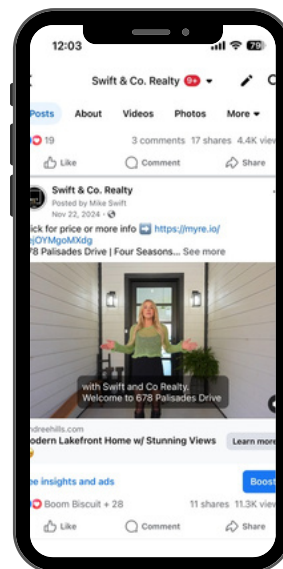
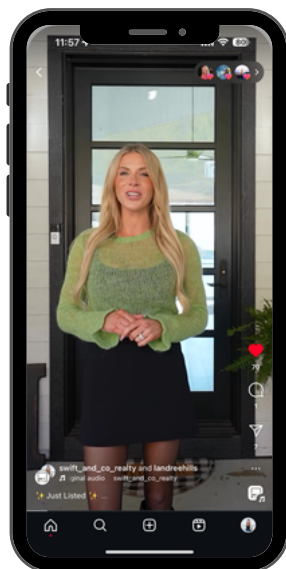


THE SALE OF 678 PALISADES DR

KEY STRATEGIES

- **Broker Preview** - Invited agents in my network to view the property before it hit the market, giving them firsthand knowledge to share with their active buyers.
- **Yard Sign Captures** - Using a QR code, we drove immediate interest from passersby to the online listing. Capturing their email address to follow up and continue the conversation.
- **Exclusive Property Preview for Neighbors** - who then sourced friends, family, and colleagues searching for a home in the area.
- **Social Media Marketing** - Produced 2 property walkthrough videos and 2 reels, showcasing key selling points and the area's lifestyle benefits. Distributed the videos on Instagram, Youtube & Facebook, etc.
- **Targeted Ads** - Reached a strong pool of potential buyers using tailored demographic targeting.
- **Custom Email Blasts** - Targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing videos and open house dates.

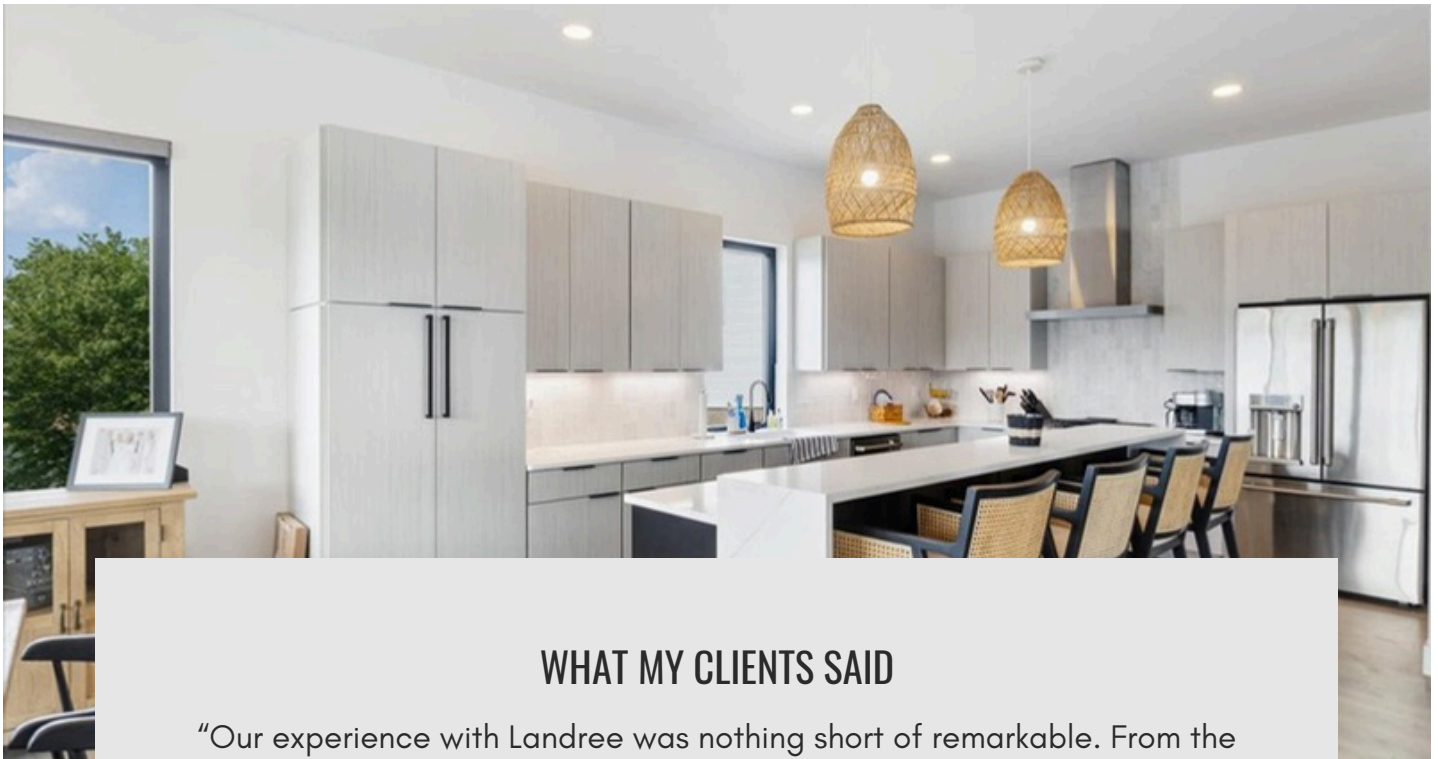
MARKETING ASSETS



THE SALE OF 678 PALISADES DR

RESULTS

- Reached over 20,000+ targeted users on social media
- Sourced 12 high-quality leads
- UNDER CONTRACT IN 2 DAYS
- Sold for asking price
- The owners were thrilled with the quick sale and the seamless marketing process



WHAT MY CLIENTS SAID

"Our experience with Landree was nothing short of remarkable. From the initial consultation to the final closing, her knowledge, patience, and dedication were evident. Landree took the time to understand our needs and the local market which made selling our home seamless and stress-free."

SHOWING YOUR HOME

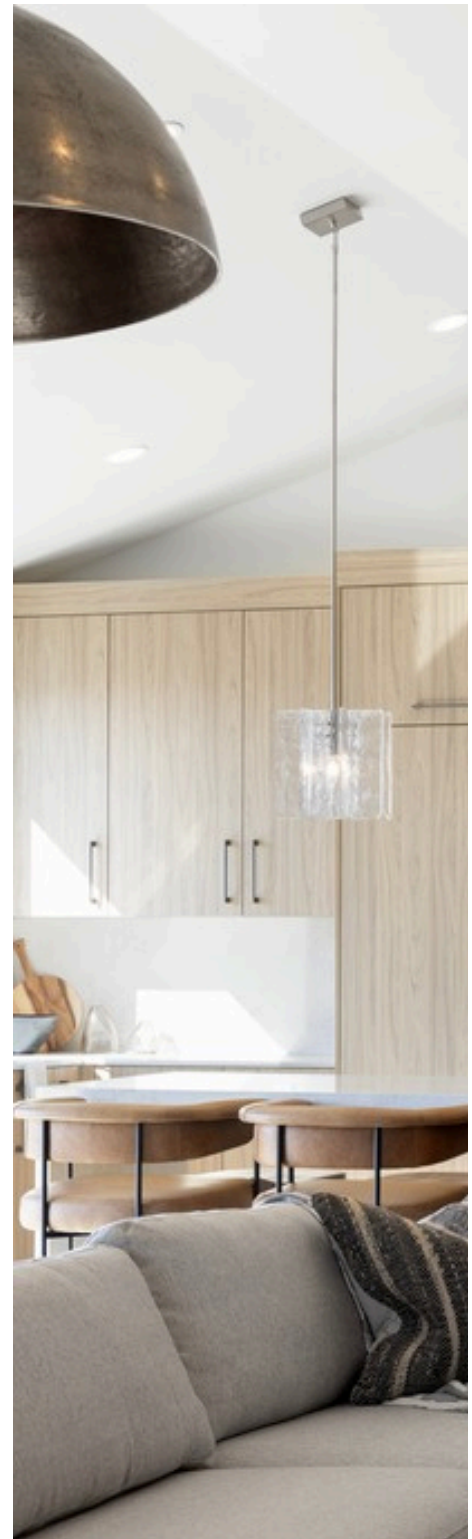
NEXT UP - SHOWING TIME!

Together with your agent, you'll decide on parameters for welcoming interested buyers your home.

We will provide you with an electronic lockbox to store keys/code. Anytime it is accessed you & your agent is notified.

BEST PRACTICES FOR SHOWINGS

- Electronic lockbox is utilized
- Showings are designated for pre-qualified buyers
- 30-minute tours
- Owner has stepped out
- Pets are secured or vacated
- Feedback is gathered & shared with owner



SHOWING PREPARATION CHECKLIST

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

GET GRANULAR

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables

CLOSING PROCESS

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

ESCROW

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

BUYER'S DUE DILIGENCE

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

LOAN APPROVAL & APPRAISAL

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

FINAL WALKTHROUGH

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

CLOSING DAY

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

PACKING & MOVING

The owner can start packing up their belongings and planning to move! Congratulations!

WHAT CLIENTS ARE SAYING



Landree was an exceptional realtor, she was always honest, forthcoming, and knowledgeable about the market in Osage Beach. After we had a contract, she was invaluable during the period of getting things fixed. We lived out of town so she actually helped us close some items from the inspection by doing the work herself. Beyond anything I expected from a realtor!

KURTDOERING1

Landree has helped us sell our home, then helped us purchase a condo and later sell that, and recently purchase another home. She knows the market and is extremely responsive and works with us during the entire process. She is great at communicating on our behalf with the other realtors involved in the buy/sell process. Excellent Realtor!

MCKENZIE BIXLER



We are very pleased with Landree as our selling and buying agent. We had a contract on our home right away and she found us a new home very quickly. I believe she is a fair and honest realtor which is truly an asset. She is also very knowledgeable of the Lake of the Ozarks area; therefore, she understands the dynamics and what it brings to the table for effective negotiating.

THE EVANS

ABOUT ME

WHAT YOU CAN EXPECT WORKING WITH ME

I am honored for the opportunity to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.



LANDREE HILLS

REALTOR®

573.619.3182

landree@swiftandcorealty.com

www.landreehills.com



FOLLOW ALONG ON
SOCIAL MEDIA!

