



*The ultimate*

# **MARKETING PLAN TO SELL YOUR HOME**

A comprehensive plan to help you understand the market and show you everything our real estate team does to get your home sold.

**RE/MAX**  
OF READING

  
Matthew Gantkowski  
REALTOR



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# Our story



## OUR MISSION

My mission is to make the process of buying or selling a home in Berks County and the surrounding areas as smooth and stress-free as possible. I focus on clear communication, strong marketing, and a real understanding of today's market to deliver real results. I'm committed to honesty, trust, and always putting people first—because at the end of the day, it's about helping my clients and serving the community I know and love.

## OUR VALUES

I value collaboration, creativity, and doing business the right way—with honesty and transparency at the core. By combining local knowledge with today's best marketing tools, I bring a fresh and effective approach to real estate. I believe success comes from serving others with passion, integrity, and a constant drive to grow and improve.

## OUR SERVICE

I'm committed to working closely with you to market and sell your home effectively. With a track record of helping clients get top dollar through proven strategies and personalized service, I'm confident I can deliver strong results in today's market. You deserve to hold me to that standard—if at any point you feel I'm not meeting expectations, you have the right to cancel the listing agreement with no penalties or obligations.

## PROFESSIONALISM & INTEGRITY

We take the time to truly understand our clients' needs and know each listing and neighborhood inside and out. Our clients trust that we do our homework, work hard, and always have their best outcome in mind. From start to finish, we provide knowledgeable, hands-on guidance through every step of the real estate process.



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*current*

## MARKET ACTIVITY



### HOMES SOLD

The third quarter typically slows down slightly compared to the second quarter. The third quarter has remained strong over the past two years.

# 1.5

### MONTHS OF INVENTORY

Months of supply is the measure of how many months it would take for the current inventory of homes on the market to sell, given the current pace of home sales.

### DAYS ON THE MARKET

The number of days it takes to sell a home has declined over the last 3 years. 2025 remains less, as inventory remains low.

# 27 DAYS

The period of time between listing a property and its sale or it being taken off the market.



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# WE GET YOUR *home* SOLD

For the most money possible



## PROVEN MARKETING PLAN

Our home seller program is designed to be proactive and also provides customized service to our clients. We do not get paid until your home successfully sells.

Our goal is to help sellers sell their homes for top dollar in the shortest amount of time. Our team's proactive and innovative approach to marketing consistently delivers on these goals.

We have the most advanced real estate marketing platform available. Our team uses cutting edge technology along side traditional marketing. This means more exposure for your home so that you can get the most money on your sale.

## ONLINE APPEAL IS THE NEW CURB APPEAL

We use beautiful photography, lifestyle video and high quality print collateral to tell the story of your home. Professional photos, videos, 3D tours, social media, and professional staging all make a huge difference in achieving top dollar.

# THE *home* SELLING PROCESS

Our goal is to make your home selling experience as easy as possible, with the least amount of stress and the most money in your pocket.

## 1 THE DECISION

You have made the huge decision to sell your home. You start checking out market conditions and estimating the associated profits and costs.

STEP  
1

## 2 THE HIRE

You hire a Realtor to consult you on the many important factors involved in selling a home, as well as negotiate on your behalf and deal with any issues that may arise along the way.

STEP  
2

## 3 THE PRICE

Your agent can help you evaluate the real estate market and all relative factors about the property so you can be sure not to over or underprice your home.

STEP  
3

## 4 THE PREPARATION

Ensure your home remains clean, staged and landscaped throughout the process. You want your home to look its absolute best from the professional photo shoot through close of escrow.

STEP  
4

## 5 THE MARKETING

We will market your home on many platforms to ensure it is seen by as many potential buyers as possible.

STEP  
5

## 6 THE NEGOTIATION

Your agent will help you negotiate buyer offers to purchase as well as any requests for repairs and/or credits during the inspection period.

STEP  
6

## 7 THE CLOSE

The buyers will perform a final inspection to verify property condition. Once the closing documents are signed and the buyer's final funds are received, the deed is recorded with the County Recorder's Office and escrow is officially closed.

STEP  
7

## 8 THE MOVE

Time to celebrate the sale of your home!

STEP  
8



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# PRICE YOUR *home*



## WHAT AFFECTS PRICE?



### LOCATION

Homes in more desirable neighborhoods, homes closer to shopping and entertainment, or homes that come with additional community amenities, command higher prices.



### CONDITION

Homes in the best condition with the most up to date amenities bring a higher price than a dated home or one with standard amenities.



### MARKET

The performance of the market has an impact on pricing - such as current home inventory and interest rates.



### TERMS

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

## WHAT DOES NOT AFFECT PRICE?



### COST

What you paid for your home makes no difference.



### PROCEEDS

How much you need to net from the sale makes no difference.



### COLLATERAL

How much you owe on your property makes no difference.



### OPINION

What you or anyone else thinks it's worth makes no difference.



## **BENEFITS FOR PROPER PRICING**

### **FASTER SALE**

When your home is priced correctly, you will succeed in targeting the correct buyer.

### **LESS INCONVENIENCE**

Properly priced homes are on the market for less time, meaning fewer showing disruptions.

### **INCREASED AGENT EXPOSURE**

Agents are excited to show properly priced homes.

### **INCREASED PROSPECT EXPOSURE**

Your home will see more buyers in the correct price range.

### **HIGHER OFFERS**

More interest creates more offers and bidding wars.



## **DRAWBACK OF OVERPRICING**

### **REDUCES ACTIVITY**

Fewer buyers will want to see an overpriced home.

### **REDUCES BUYERS**

Overpriced homes represent an additional hurdle to buyers.

### **AFFECTS PERCEIVED VALUE**

Buyers will expect more from your home than it offers.

### **HELPS COMPETITION**

Overpriced homes make other homes look like better deals.

### **PRESENTS APPRAISAL HURDLES**

Overpriced homes may exceed appraised value and could ruin a deal.



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# WE MAKE LISTINGS

# shine



## YOUR HOME HAS ITS OWN UNIQUE STORY

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see. They have already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



Photography



Photo Editing



Staging and Repair



Virtual Tours

## PROFESSIONAL PHOTOGRAPHY AND LIFESTYLE VIDEO

Today, 95% of homebuyers begin their search online. That means you only have one chance to make a great first impression, and the photographs in your listing will matter.

The quality of the photographs people see online may be the most important factor in how well you promote your home.

Professional photos will help sell your listing quicker, for more money, and attract more buyers.

Our real estate photographers know how to capture your house in the best lighting and take the photo from just the right angle to show off the best features.



## EYE CANDY

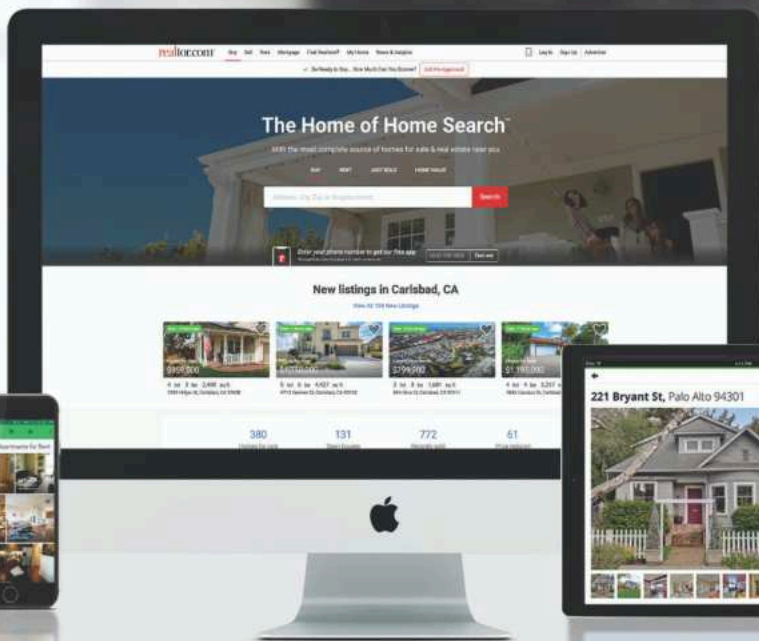
### STAGING YOUR HOME TO SELL

Every seller is competing for the right buyer. Staging is a strategic marketing tool designed to show a property in its best possible light. Often it just takes an outsider's look to rearrange the items you have to make the space pop!

## ADVANTAGES TO PROPER STAGING

- ✔ Increases the likelihood of a higher sales price
- ✔ Gives the impression of a well maintained home
- ✔ Gives a favorable first impression
- ✔ Helps justify the asking price
- ✔ Makes the home seem larger
- ✔ Gives every room a purpose
- ✔ Helps buyers see themselves in the home
- ✔ Puts your home above the competition
- ✔ Creates a "must-see" home through photography
- ✔ Gives you a head start on packing

# INNOVATIVE DIGITAL MARKETING



We have the resources to create high-traffic ads. We post more often, and perform the extra steps that ensure your listing comes up fast and to the right demographic.

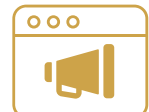
To reach the **98%** of buyers who search online, we market every property in four key places:

## 1. Brokerage Websites



Our technology allows us to showcase your property on all major brokerage websites like Redfin, KW.com, Sothebys.com, Century21.com, Better Homes and Gardens, ReMax.com and more.

## 2. Search Engine Optimization



Google. Bing. Yahoo. Nobody knows search engines better! Most international buyers and high-priced sales come through local keyword search. We are experts in both organic and paid results.

## 3. Listing Portals



We showcase your property on popular sites like Zillow, Trulia, Realtor.com, and 350+ additional real estate search sites. We want to make sure your property is showing up wherever buyers may be searching.

## 4. Social Media



Facebook, Twitter, Instagram, YouTube, and Pinterest. We market your property through the most popular social networks, through paid posts, and our already existing large audience. We will also provide you with great marketing tools to share your property with your own social media world.





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# THE

# Open house



## BENEFITS OF AN OPEN HOUSE

An Open House is a great way to show off your home to a wide pool of potential buyers. Here are top reasons why an Open House is an important marketing vehicle when selling your home.



### SET YOUR HOUSE APART

While a picture is worth a thousand words, nothing beats seeing a home in person. Open houses give you the opportunity to show your home at its best.



### REDUCE MARKETING COSTS AND TIME

More eyes on your home in a short duration of time will often mean a faster sale. An open house allows you to skip weeks of individual showings and enjoy the benefits of a one-day affair that optimizes the audience.



### SHARE ADDED EXTRAS

Buyers are usually interested in learning about neighborhood amenities as much as the house itself. The look and feel of your home's community often clinches the deal for many a buyer.



### SOCIAL SITUATIONS EASE TENSION

With multiple prospective buyers in your home at one time, lookers feel less self-conscious. Your agent can casually chat with visitors and their agents, offering casual tours in a low-key environment.



### IMMEDIATE MARKET FEEDBACK

Provides real estate professionals a chance to collect important data and contact information so they can stay in touch with prospective buyers. It's also a great way to gather feedback on your home. What do people like about it? What potentially quick fixes can be made to problem areas?

# REAL ESTATE COMMISSION EXPLAINED

Whether you're buying or selling a home, you are likely to work with a real estate agent. It's important to understand the fees associated with real estate services and who pays what.



Who you hire to represent and market your home is the most important decision you can make with the financial future as it relates to your home sale. The experience of your listing agent will directly affect the ability for your home to successfully close. The more experienced the listing agent, the better chance you have of selling your home for more - so the commission amount is actually paid for with the higher sales price. And, the good news is that the real estate commission is only paid when your home is fully sold and closed.

It may seem like taking a real estate agent out of the equation may cut your costs and save you money, but the real estate agent is vital to the process to facilitate the negotiations, manage the paperwork, and maximize chances for sale of the house through staging, professional photography, virtual tours, and other marketing activities.

When a real estate agent represents a buyer, that buyer has the best possible chance of finding a house the buyer will absolutely love based on their needs. It increases the chance of a successful sale. Likewise, when a real estate agent represents a seller, that ensures the seller's best interests are met, top dollar received for the home, and all requirements are upheld under real estate law without a hitch. You need a representative that can ensure the process is fast, smooth, and easy.

To understand commission further, as your listing agent, I pay for all of your advertising and marketing expenses. We offer a competitive commission to the buyer agents. The amount is split between your listing agent and the buyer's agent. The listing agent and the buyer's agent then pay a portion of their received commission to each of their respective real estate companies to pay for company expenses.

# CLOSING COSTS: WHO PAYS THAT?

Closing costs are various fees charged by the lender, the title company, real estate agents, and other service providers in order to complete a real estate transaction and are paid through escrow. Which party pays for specific closing costs can be negotiable between the buyer and seller.

## THE BUYER CUSTOMARILY PAYS:

- Title insurance premiums
- Escrow fee
- Document preparation (if applicable)
- Notary fees
- Recording charges for all documents in buyers' names
- Tax proration (from date of acquisition)
- All new loan charges (except those required by lender for seller to pay)
- Appraisal fee
- Interest on new loan from date of finding to 30 days prior to first payment date
- Assumption/change of record fees for takeover of existing loan
- Beneficiary statement fee for assumption of existing loan
- Prorated HOA dues, if applicable
- Inspection fees (roof, pool, property inspection, pest, geological, etc.)
- Home warranty (according to contract)
- City transfer tax (according to contract)
- Fire insurance premium for first year

## THE SELLER CUSTOMARILY PAYS:

- Real estate commission
- Document preparation for deed
- Documentary transfer tax( split )
- Payoff of all loans against property
- Interest accrued on loans being paid off, reconveyance fees, and repayment penalties
- Home warranty (if specified in contract)
- Any judgment or tax liens against seller
- Property tax proration
- Prorated HOA dues, if applicable
- HOA fee for providing all updated homeowner's documents, if applicable
- Bonds or assessments
- Delinquent taxes
- Notary and recording fees
- Third party Natural Hazard Disclosure Statement and California Tax Disclosure Report
- Pre-sale inspection fees
- Negotiated credits to buyer, if any
- Negotiated repairs, if any



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## Matthew Gantkowski

Lifelong Berks County resident with over \$8 million in sales and dozens of happy families helped. I combine local expertise with a relationship-first approach, guiding clients through every step of the buying or selling process with honesty, care, and results.



*Working with Matt was a true gem and made the experience of selling my home so smooth. He was professional, tenacious and consistent in his communication. I would work with him again. I highly recommend him if your looking to buy or sell!*



*Matthew was very professional and knowledgeable in the whole process and went above and beyond trying to find out lots of information even about the history of the property. I could reach out to him anytime when I had questions of needed help with the home buying process and he was always happy to help. 10/10 recommend and will be using him in the future!*



*Matthew Gantkowski has helped me both buy and sell a home, and his ability to assess the value of properties was instrumental in helping me with both transactions. His responsiveness and clear communication throughout the process made me feel informed and supported, turning what could be a stressful experience into a smooth transaction.*



*Excellent professional service rendered. Matthew exceeded my expectations in every department. I highly recommend to anyone looking for a trustworthy realtor.*



*I loved every second working with Matthew! He was always available no matter what time it was. He is so kind and understanding. He will listen to you and get the job done right. He put in a lot of work to get me my first home and I couldn't be more grateful. I highly recommend him to anyone who is looking to buy a home.*