



real

# Selling your home. Our Process

Presented By: Amanda Stoddard

rea



## About Me

Amanda is not just a real estate enthusiast; she is a passionate professional who finds immense joy in working collaboratively with both buyers and sellers. Her dedication extends to diverse clients, including those putting their homes on the market, first-time home buyers embarking on the exciting journey of homeownership, and investors seeking new opportunities in the property market. Regardless of the scenario, Amanda is unwaveringly committed to ensuring a seamless and stress-free real estate experience for her clients.

As a proud member of the esteemed Real family, Amanda embodies the core values of hard work, integrity, and patience in every aspect of her work. Serving the vibrant Austin and its surrounding areas, she is well-versed in the local real estate landscape, positioning her as a reliable guide for those navigating the dynamic property market. Amanda's commitment to excellence is evident in her desire to provide exceptional service and care to her clients, going above and beyond to meet and exceed their expectations.

Beyond her professional pursuits, Amanda embraces a rich personal life. When she's not surpassing her clients' expectations, you'll find her immersed in quality time with her husband, son, and their lovable French and English Bulldogs. This familial connection adds a warm and personal touch to Amanda's profile, showcasing the values that she holds dear both in her professional and personal life.

Furthermore, Amanda's creative side shines through in her leisure activities. Engaging in crafting and bringing new ideas to life, she embraces creativity as a way to unwind and explore her imaginative talents. This well-rounded approach to life demonstrates Amanda's ability to balance professional excellence with personal fulfillment.

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# Phase One.

## Defining A Win

- Outlining your objectives
- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

## Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings , solds

## The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy

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# Phase Two.

## Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

## Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- The Real advantage
- Open house strategy
- Direct mail and community approach



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One Culture. One Network. One Real.



# Phase Three.

## Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

## The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

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# Phase Four.

## The Closing Process

- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

## Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

## Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals
- Our raving fan process



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