

The

COLLECTIVE

SELLER'S GUIDE

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Price Right. Market Right. Sell Fast.

Understanding Your Market

We go far beyond **placing a sign in the yard** and **uploading to the MLS**. Our approach is **multi-layered, strategic**, and **results-driven**.

Your home is showcased on **all major real estate platforms**—Zillow, Realtor.com, Redfin, Trulia, and more—and **aggressively promoted on social media** using a **custom, market-tested strategy** tailored to **local buyer behavior**.

Because the market **never stands still**—and **neither do we**.



Advanced Digital Marketing

Your Home, Everywhere Your Buyers Are

We go beyond the MLS. Using **retargeting ads**, we keep your property in front of potential buyers across the web. Your home follows interested prospects, staying top-of-mind and maximizing exposure to the most qualified buyers.



Precision Targeting

Reach only the most interested buyers based on their online behavior.

Maximum Exposure

Stay top-of-mind by appearing on the sites your buyers visit daily.

Our Specialized Team

Pricing Strategy Advisor

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

Dedicated Coordinator

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

Communication Experts

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

Leveraging Our Network

Platform Marketing

Our extensive network ensures your property gains maximum exposure through targeted platform marketing across various channels. We utilize cutting-edge digital platforms and traditional media to reach a broad and qualified audience.

Professional Staging Consultation

We connect you with expert stagers who provide personalized consultations to enhance your home's appeal. This service helps potential buyers envision themselves in the space, often leading to quicker sales and higher offers.

Pre-Marketing Strategy

Through our network, we implement a strategic pre-marketing campaign to generate significant buzz and create strong demand before your listing officially goes live. This includes exclusive previews and targeted outreach to interested buyers.

When you choose us, you're not just getting a listing agent; you're getting a **full-service team** dedicated to achieving your real estate goals with unparalleled expertise and a robust network at your disposal.



How do we price?

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

1

Price at Market Value

Attracts **~60% of active buyers** and aligns with **buyer expectations** and **agent recommendations**. Buyers and agents **know market value**, so pricing correctly matters. According to **NAR**, buyers typically paid **~100% of asking price**, with **fewer over-asking offers** in higher-inventory markets.

2

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**.

3

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 Clean

These simple staging tips will help your property shine and leave buyers saying, ***"This could be my next home!"***

Glass Surfaces

Deep clean all windows, mirrors, and shower glass to let natural light flood in and create a sense of spaciousness.

Paint Touch-Up

Repaint rooms with non-neutral colors to neutral tones like Benjamin Moore Ballet White or Sherwin Williams Alabaster to appeal to a wider audience and provide a fresh canvas.

Seasonal Décor

If decorating for holidays while selling, **scale back** to avoid overwhelming potential buyers. Ensure listing photos are taken *before* adding seasonal decorations.

Furniture & Woodwork

Freshen up furniture and stained cabinets, windows, and doors with Old English scratch cover. A well-maintained appearance suggests a well-cared-for home.

Laundry Areas

Ensure all dirty clothes are stored in hampers or baskets in the laundry room, keeping utility spaces tidy and organized.

Inviting Aroma

Make your home smell inviting with one subtle air freshener or candle. Avoid strong scents that might deter buyers.

Appliances

Get stainless steel appliances sparkling like new by cleaning with soap and water, then polishing with baby oil, rubbing it along the grain for a high-end finish.

Items to Remove

Interior Spaces & Decor

Clear out excess knick-knacks and overly personal collections.

Exterior & Windows

Remove broken outdoor furniture and clear debris from paths.

Kitchen & Bath

Clear all personal items and counter clutter for a minimalist look.

Personalization & Belongings

Take down family photos and store away sensitive personal documents.

Items to Add

To ensure your property presents its best, focus on adding the right finishing touches to these key areas.

Indoor Spaces

Dining Table Setup

Remove any leaves from the dining table and arrange fewer chairs to create a sense of spaciousness. Move extra chairs to corners near the table, optionally adding a decorative pillow to one for visual appeal.

Window Treatments

Remove any style-specific drapes. During showings, turn all blinds horizontally and raise window shades to a uniform level for a clean, consistent look.

Décor Limit

Limit decorative items to no more than three per surface (e.g., dressers, desks, counters, mantels). Pack away any items smaller than a golf ball.

Fake Florals

Remove all outdated artificial floral arrangements. Replace them with more current artificial plants or easy-care indoor plants (e.g., ZZ plant, monstera, ferns).

Outdoor Appeal

Window Screens

Remove window screens from all windows to brighten the home and make windows appear cleaner. Store them in a storage room or attic.

Important Reminder

Personal Items

Remove all personal photos, diplomas, and personalized certificates. Buyers can be distracted by personal items and will feel more at ease visualizing themselves in the space without feeling like they're intruding.

Pet Items

Remove all signs of your pets, including bowls, beds, toys, and kennels, to ensure a neutral environment for all potential buyers.





What Do People Say About Us?

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"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

“

"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.

”

“

"Keturah sold my house just a few months prior to buying a home....I couldn't have made a better decision. Keturah took all the pressure of house buying off of me and placed it on her shoulders. I will never use another realtor as long as she is in the real estate business!!"

—Nick T

“

"Heather answered EVERY question I had and made sure I had the proper knowledge and understanding of what was happening. She is so patient, prompt in anything that was needed, and most of all trustworthy! She's been a true blessing and I will be recommending her to anyone and everyone."

—Karen F.

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