



YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO

Sold

HOME WITH INTEGRITY



YOUR PROPERTY MATTERS

I believe in going above and beyond to provide top tier service & an exceptional client experience.

Welcome! I'm Ashley Fritts, your dedicated real estate partner. I'm here to transform your home-selling journey into a rewarding adventure.

My mission? To secure the best deal for your property while providing expert guidance every step of the way. From strategic pricing to effective marketing, I'll leverage my local market knowledge and negotiation skills to ensure your home stands out. Let's work together to make your real estate dreams a reality!



470.313.1239



ashley@homewithintegrity.co



Ashley Fritts
REALTOR®

HOME WITH *Integrity* | real



Client Testimonials

MEET SOME OF MY HAPPY CLIENTS

She constantly goes above and beyond what most realtors do & doesn't forget the small things

Ashley helped sell my old home and purchase of a new one. I have one word for her and that is "amazing"! She constantly goes above and beyond what most realtors do and doesn't forget the small things that make a big difference. I would definitely use her services again and recommend her to anyone looking to buy or sale!

ERIC VILAR

She is very knowledgeable and will fight for what's right for her clients

If you're looking for someone who will always have your best interest at heart, Ashley is your girl! Our experience with her was quick, thorough, and excellent! She is very knowledgeable and will fight for what's right for her clients! 10/10 would recommend to anyone and everyone! She made our home buying and selling a breeze!

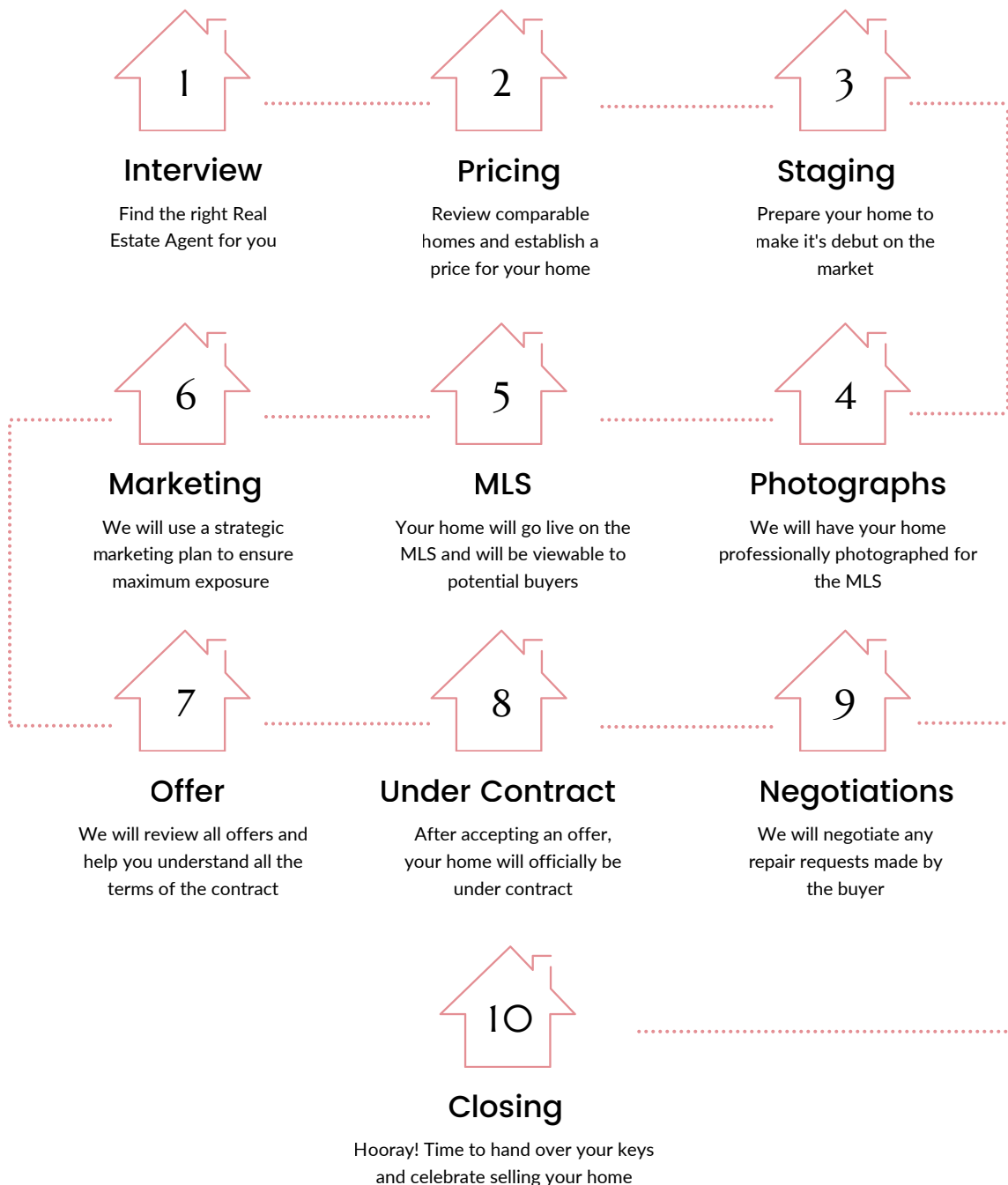
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FROM JUST LISTED TO SOLD

My Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

My Proven Home Selling Timeline

MY SIGNATURE PROCESS

STEP ONE

1

Listing Consultation

After viewing your property, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

2

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

3

My Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence my unique marketing plan specific to you.

STEP FOUR

4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should come back low in value.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





About Your Home

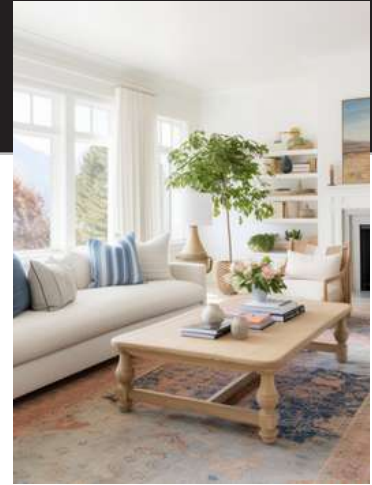
HELP ME UNDERSTAND YOUR HOME

-
- ✓ What drew you to this home when you bought it?
 - ✓ What is your favorite feature of your home?
 - ✓ What do you like most about your neighborhood?
 - ✓ What are your favorite nearby attractions and amenities?
 - ✓ What don't you like about your home?
-

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



MY STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your property is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

My Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. My goal is to attract the greatest amount of buyers as soon as your home hits the market.

My goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

My Proven Marketing Plan

MY SIGNATURE STRATEGY



Create a listing flyer
that showcases your
home's best features



Informative &
engaging MLS listing
description



Expose to my associates
at bimonthly business
meeting



Create a dedicated
property website to
boost online visibility



Hold Open House 1-2
weeks after placing
property on the market



Install professional
signage to attract
drive-by interest



Use high resolution,
professional quality
photography



Produce short, high-
quality videos for
Instagram & Facebook



Door-knock the
neighborhood & pass
out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize my marketing plan specifically for your property.

MULTI-CHANNEL MARKETING

Marketing Deep Dive

SIGNAGE

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- High-quality signs designed to stand out
- Generates interest in your property

PHOTOGRAPHY & VIDEO TOURS

- Produce professional-grade photography
- Create engaging video tours
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of every property corner



*I'm going the extra mile to get your home **sold** fast*



INTERNET EXPOSURE

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for a broader reach
- Designed to attract qualified buyers
- Generate leads

EXCLUSIVE SERVICES

- Provide weekly status updates
- I am available for appointments 7 days a week
- Maximum flexibility and accessibility
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

MY SPECIAL APPROACH

What Makes Me Different

Home With Integrity isn't just something I say. It's a promise. It means I'll tell you the truth, even when it's hard to hear. It means I'll sit with you through the stressful parts, not just show up for the exciting ones. It means every question you ask matters to me, even if it's the fifth time you've asked it. At the end of the day, I don't just want to help you buy or sell a house. I want you to look back on this season of your life and remember feeling genuinely taken care of. Heard. Supported. Informed. Confident. That's what I hope you carry with you long after closing day.



YOUR METRO ATLANTA REALTOR®

Helping buyers, sellers & investors in:

Bartow County • Paulding County • Floyd County • Cobb County • Cherokee County



100% client success commitment



Modern marketing



Personalized client attention



<24hr response guarantee

"Working with Ashley was an absolute pleasure! She made the entire process of selling my home smooth and stress-free. Her expertise, market knowledge, and dedication were truly impressive. I can't recommend her highly enough!"

Anthony Smith

WHAT YOU NEED TO KNOW

About Commission

01.



Commission is Negotiable

My commission rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are not set by law. We can set a commission rate that reflects the value you will receive and the results you're aiming for.

02.



What Does it Pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

03.



Keeping it off the MLS

NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage.



SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?



Additional Notes

YOUR LISTING MATTERS

Thank you for choosing me to help you in the task of selling your house. I look forward to working with you to help you achieve all of your real estate goals.



Ashley Fritts

REALTOR®

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[@homewithintegrity](https://www.instagram.com/homewithintegrity)

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