RE/MAX OF ORANGE BEACH | DUSTY COLE REAL ESTATE TEAM

FROM LISTED TO *sold!*

DUSTY COLE TEAM SELLER'S GUIDE

MEET THE *Dusty Cole Team*

#1 small team in Alabama for transactions and volume!

We want to make real estate personal again. We want to make something that can be stressful and complicated, easy and streamlined. We are local. We live locally, we shop locally, we support local. We make this area our home. We know this market inside and out and are excited to share our expertise with you.

We believe in helping our clients, it's that simple.

Our passion is people. We know how important it is to have someone you like, know, and trust guiding you every step of the way. We are committed. We are here for you. We are excited to be taking this journey with you!

Keeping you INFORMED AND CREATING RESULTS

Many sellers report that they almost never hear from their agent after they list their property. You WILL NOT experience this when you hire us. We take pride in our open lines of communication, both with our buyers and sellers. We have an admin support team that brings great value to the real estate transaction. If you are selling, you will receive feedback from all showings and consistent updates on all marketing efforts. If you are buying, you will receive constant communication about deadline dates and pertinent items that need to be completed to ensure a smooth closing.

Home seller strategies TO GET TOP DOLLAR

You and your realtor must create demand. It's that simple. The Dusty Cole Team specializes in full service premier marketing, sales tactics, and strategies to create demand, including our extensive online marketing strategies.

Strategies to Create Demand	Dusty Cole Team
PRE-SALES STRATEGY	
Utilize market knowledge in order to determine potential market value - Total Market Overview	✔
Study comparables in order to forecast price for highest return on investment	✔
Staging and decorating consultation available	✔
Preview the competition	✔
REVIEW THE SALES STRATEGY	
Implement sales process and procedures to manage incoming leads, conversions, contracts and closings	✔
Receive, follow-up with, and convert prospectives leads using the team approach	✔
LEAD MANAGEMENT STRATEGY	
Systematically following up on every lead from every source every time (no lead left behind)	✔
Action plans for every lead	✔
Showing and feedback follow up systems	✔
REPORTING STRATEGY	
Weekly personal phone calls, texts, or emails with showing feedback	✔
Bi-weekly marketing updates	✔

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Home seller strategies TO GET TOP DOLLAR

Strategies to Create Demand | Dusty Cole Team

MARKETING STRATEGY

Quality photos shot by a professional photographer ✓
Professionally designed and crafted marketing collateral ✓
Exceptional reputation and identity within the real estate community ✓
Utilize best of brand database technology to create a marketing strategy that creates consistent and systematic communication with buyer leads ✓

SUPPORT AND CUSTOMER SERVICE STRATEGY

Marketing Coordinator whose sole job is to expose your property to the market as much as possible to generate leads ✓
Lead management team who follows up on every lead ✓
Listing Coordinator who keeps you informed of all activities ✓
Dedicated Transaction Coordinator who monitors every part of the transaction and holds all parties accountable to their promises ✓
Buyers agents focused on following up with and working specifically with buyers ✓

INTERNET LEAD GENERATION STRATEGIES

Create an internet strategy designed to generate an inventory of buyer leads, to include postings on several sites to include but not limited to:

- Multiple Listing Sevice (MLS) ✓
- Remax.com ✓
- Dustycoleteam.com ✓
- Realtor.com ✓
- Zillow.com ✓
- Trulia.com ✓
- Homes.com ✓

Google ads are used to drive leads to our website. Our team has an aggressive follow up system in place to connect with these leads. ✓

Listing Plan OF ACTION

Award Winning Photography

Professional photos are critical for marketing your home to attract buyers. The better the photos look, the more enticing your home will be to potential buyers. We believe we have the best photographer on the Gulf Coast! His expertise and experience shows through his work. Please remember that on the day of the shoot, the home must be ready. This includes removing clutter, making sure the home is clean, and turning on all lights… the brighter the better! Our turnaround time on getting the photos back is fast. The photos will be ready 1-2 days after your shoot. We want to get your home on the market as quickly as we can!

Preparing Your Home for Sale

We will assist you in preparing your home for staging. We will help you to create a spacious feeling and make sure your home has the curb appeal it deserves. We know you want to increase the value of your home, and we will work together to assess your situation. Home staging is the proven way to get top dollar for your home as you prepare it for sale. This is because staging sets the scene throughout the house to create immediate buyer interest in your property. This will then lead to your home selling for the highest possible price in today's market. Staging is intelligent merchandising. It uncovers everything a house has to offer by depersonalizing it. This can involve clearing trees to discover a view the home owners had long forgotten or removing knickknacks from shelves and counters.

Pool of Buyers

We have a database of over 19,000 searching for property in our area. Our agents contact these leads frequently by use of a very detailed follow up plan. We also capture buyer leads for your property through our digital marketing efforts.

Showings and Feedback

Our Listing Coordinator will coordinate all showings with you based on your needs and schedule. She will also communicate all feedback to you. It can sometimes take 24-48 hrs to receive feedback. Keep in mind that sometimes agents do not provide feedback, but just know that our Listing Coordinator always tries to pursue it. We feel feedback is important, as it will help us identify any potential changes we need to make to help get your home sold.

Communication

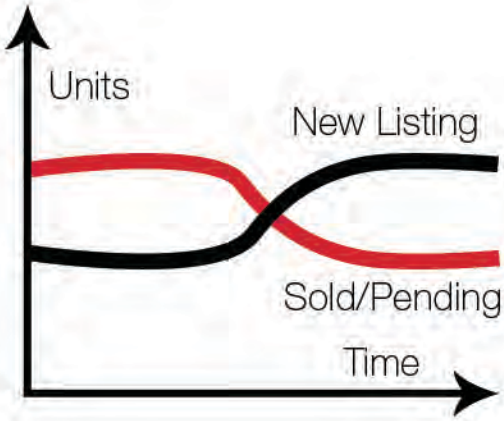
In addition to giving you feedback on showings, we also update you on your competition: new listings, price reductions, and homes that have gone under contract.

Setting the right price IS THE KEY

When it comes to setting the sale price of a home, many agents will tell the client what they want to hear in hopes of securing the listing. Soon after the listing is signed, they begin the long process of beating the client up on price to get them down to the zone where a buyer will start to seriously consider the home.

If we were to price your home at what we know is fair market value, we are only going to appeal to the top third of the pyramid. The higher the price goes, the smaller the pool of buyers becomes.

One of the challenges with overpricing is getting caught in the Stair Step of Price. When the Days on Market accumulates for a seller, the urgency to purchase is reduced for the buyer. The first question most buyers ask is: "How long has it been on the market?" The longer a home is listed for sale, the lower the selling price.



The goal is to find the "sweet spot", setting the selling price at a level that attracts the most buyers, and therefore, the most offers. A "bidding war" between interested buyers will drive the price up toward your preferred selling price, and it will get your home sold more quickly than overpricing it from the beginning.

Please note: There are always exceptions. This is a very general assessment.

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