



KELLERWILLIAMS.  
REALTY

## **Seller Information Package**

McCarty Real Estate Experts

Keller Williams Realty

**Robbie McCarty**

**757-374-0005**

RobbieMcCartyRealtor@gmail.com

# AGENT AND COMPANY TRACK RECORD



**Robbie McCarty** -  
Listing Specialist  
Buyer Specialist

## Robbie McCarty Track Record

- Lifelong Hampton Roads Residents.
- Over 13 years of full-time Real Estate Experience.
- Over 500 homes sold.
- Top 1% of agents in the United States.
- Extensive property repair and construction experience.



## Keller Williams Realty Company Profile

- #1 worldwide in homes sold and total sales volume.
- Largest global relocation network with over 150,000 Keller Williams Agents.
- #1 Sales training company in the world.
- Over 1 Billion dollars spent in 2018 on technology and web development.

## LISTING PLAN OF ACTION

### 1. PRICING YOUR HOME

We will meet to discuss the current market and how your home fits in amongst active competition, and recent sales in your area. Our goal is to set the right price from Day 1, because homes that sit on the market ultimately sell for much less.

### 2. PREPARING YOUR HOME

We will assist you with any needed touch ups or repairs, as well as property staging. Homes that are prepared and staged for market can sell for as much as 10% more money.

### 3. MARKETING YOUR HOME

We will take professional photos of your home, install a sign and Realtor lock box, and post your home on the MLS, as well as every major consumer website and real estate company website.

### 4. ACTIVE LEAD GENERATION

We will prospect by phone a minimum of six hours per day, looking for buyers and sellers in the area, as well as follow up aggressively with all agents and buyer leads for your property. This is where 90% of sales are made, vs. sitting back and waiting for a buyer.

## LISTING **PLAN OF ACTION**

### 5. SHOWINGS AND FEEDBACK

We employ a 24-hour showing concierge service, so you never miss a showing call. When your home is shown agents will be automatically contacted for feedback, and that feedback will be relayed to you as soon as it is received.

### 6. NEGOTIATING AN OFFER

We will assist you in negotiating the highest and best offer possible for your home. We are trained full-time salespeople, and have the strength to stand up for your equity.

### 7. INSPECTIONS AND REPAIRS

When the buyer conducts their inspections, we can assist with any needed repairs. We have a full-time construction company, so we can get repairs done quickly, by dependable specialists, and at the best prices.

### 8. HANDLING EVERY OBSTACLE ALONG THE WAY

We will keep you constantly updated from listing through closing, and will deal with every agent, inspector, buyer, appraiser, closing attorney, repair person, and issue that might arise along the way, in a professional manner.



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## HOME STAGING AND PROFESSIONAL PHOTOS

Selling for top dollar starts with how your home looks in photos and in person. It's simple... the pretty homes sell faster and for more money. We have a professional home stager that can make sure your home looks it's best in person, and we use professional photo editors to ensure that every picture online is magazine quality. They can make your grass green, the sky blue, and put fire in the fireplace as well!

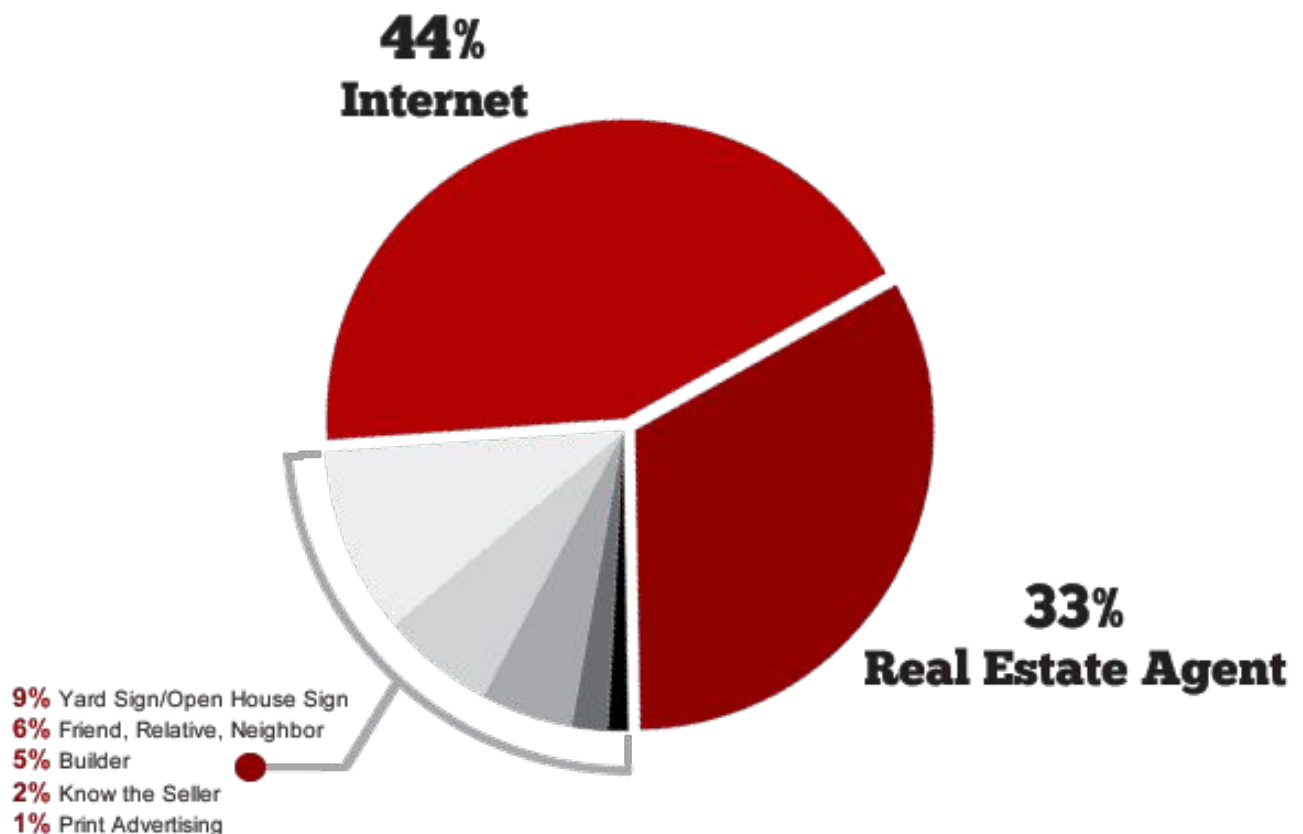


## WHERE BUYERS FIND HOMES

When marketing your home, we work based on proven statistics. Our marketing plan is based on where buyers found the homes they purchased.

We place the largest emphasis on the internet and social media, followed closely behind real estate agents, yard signs, and residents in the surrounding area.

### **Where did Buyers Find the Actual Home They Purchased?**



## OUR 16 POINT HOME MARKETING PLAN

1. Help you make any needed repairs or updates to your home.
2. Help you stage your home properly or hire a professional stager.
3. Have your home photos professionally edited.
4. Help you price the home to sell vs. sit on the market.
5. Create a “write-up” about your home that highlights the best features.
6. Create a facebook and instagram add for your home, to market to the entire zip code, and Realtors in the area.
7. List your home on the Hampton Roads MLS exposing it to over 6,000 Realtors.
8. Send an email flyer to the top Realtors in your specific area.
9. Blast your home to buyers in our company database that’s criteria matches your home. (Keller Williams has the largest database in the world, comprised of over 170,000 Keller Williams agents and their clients.)
10. Make phone calls to your neighborhood to let the neighbors know it’s for sale.
11. Market your home on over 800 local and national real estate websites.
12. Place a large professional “for sale” sign in your yard with call capture number.
13. Employ a full-time showing call center, so that we never miss a showing call.
14. Provide you feedback from every single showing.
15. Follow-up continuously with any showing agent or buyer lead.
16. Talk with you weekly to review activity and recommend changes if needed.

## FREQUENTLY ASKED QUESTIONS

**Q:** What are the costs associated with selling my home?

**A:** The typical cost are a 6% total real estate commission, ½% in seller side closing costs, and any inspection repairs that may arise.

**Q:** Should I price my home high to leave room to come down later?

**A:** You should price your home at market value. Pricing high causes a home to sit on the market and become a “stale” listing, eventually selling for a lower price than if it was priced right from day one.

**Q:** How will I be kept up-to-date during my sale?

**A:** Robbie will personally contact you a minimum of once per week by phone, and you will receive showing feedback throughout the week as soon as it is obtained. Robbie will return your calls the same day when you call with a question and most times within an hour.

**Q:** How long does it take to sell a home?

**A:** While market times vary for each home and location, our average time on market is 34 days, with an average of 40 days from contract date to closing. So roughly 75 days from listing to closing is typical.

**Q:** How are inspections and repairs handled?

**A:** Once we have accepted an offer, the typical inspections are The Home Inspection, Termite and Moisture Inspection, and Appraisal. If there are repairs negotiated as a result, we can arrange those repairs for you, and many times you can pay for them at closing from the sale proceeds.



## Seller Net Proceeds Calculator

The typical cost of sale after a 6% total commission, 3% buyer closing cost contribution, and 1% in repairs and seller side closing costs equals an average of 10% of the purchase price.

Projected Sale Price \_\_\_\_\_

Total Agent Commission \_\_\_\_\_

Buyer Closing Cost Contribution \_\_\_\_\_

Seller Closing Costs and Taxes \_\_\_\_\_

Home Preparation \_\_\_\_\_

Inspection Repairs \_\_\_\_\_

Total Selling Expenses \_\_\_\_\_

Mortgage Payoff \_\_\_\_\_

**Seller Net Proceeds** \_\_\_\_\_