



PRESENTED BY
Tami Floyd

all about
LISTING





Listing your home

Listing (and *selling*) a home is hardly a simple task, so it's no wonder 86% of sales have the help of a licensed agent. It's my pleasure to assist you with the listing process and use the very best of my marketing strategies to get your home sold quickly.

Let's take a look at some of the questions I hear most often from my listing clients when we start this journey – and you may already be wondering some of these things yourself if you're ready to sell!



Questions to ask me:



What does the current market mean for selling my home?

How should I price my home to sell quickly for its highest value?

What marketing strategies can we use to sell my house?

How do we get the property ready for showings?

How can I make sense of all the paperwork and legalities that come with selling a home?

Market & pricing evaluation

Before we get your house on the market, here is some behind-the-scenes work I'll be doing:

Researching the neighborhood's price history. Comparing recent sale prices in your neighborhood lends a huge helping hand to gauge what buyers will be willing to pay for your home.

Identifying competitive homes. A breakdown of similar homes (in the way of size, features, location, and so on) is another strong indicator of what your home will be worth to prospective buyers.

Explain the appraisal process. I'll work with you before and after appraisal to understand how the list price and appraisal price are reconciled.

After all of this professional research and careful consideration, we will be ready to price your house for its maximum value.



Offers on your home



Another benefit in working with a realtor: you'll have a professional voice on your side in negotiations. When it's time to review offers, I'll walk you through all the pros and cons of each bid on your home and land you the best takeaway value from the transaction. I'll also work with you in transparency to clarify all the legalese in the offers - and, eventually, in the contract that binds the sale of your home, too.

As for offers, though, here are some important components we'll be looking at:

The working parts of an offer

Any offer on a house comes with lots of financial specifics and other contingencies. Here are the main ideas we'll be looking at with each offer on your property:

- What's the offer price?
- How much earnest money are they willing to put down?
- What kind of inspection period are we thinking about?
- Any financing conditions?
- Is the proposed closing date convenient for you?

Closing the sale

I don't stop working for you until the sale of your home is finalized. Here are some steps I will take to ensure the closing of your house goes smoothly:

- Staying on top of appointments, calls, and timelines
- Ensuring all contingencies and other arrangements for closing are completed and in order
- Keeping tabs on the buyer's loan process
- Working with the buyer's agent to schedule the final walk-through
- Reviewing your closing statement for your peace of mind



The EXIT Advantage



I'm proud to work in the sixth-largest real estate franchise in North America - and the fastest growing, too! Our referral office includes over 750 offices with tens of thousands of agents. With a nationally recognized brand, our listings and sales bring gravity for clients both local and out-of-state!

Exit Real Estate Consultants

Our office distinguishes itself by both quantity and quality! Here are some of the makings of Exit R.E.C. agents, myself included:

- \$173,741,431 in total sales volume in 2020, across 800 sales
- Comprehensive knowledge of the greater Columbia area and its smaller subsets
- Extensive ethics training and weekly Business Development meetings

And last but not least:

We're consistently ranked the #1 EXIT office in our state of South Carolina.

You're ready to list!



Congratulations!

Now that we've had some time to review the listing process, you can see that it isn't such a hassle to get your home on the market and sold with the right realtor in your corner.

Give me a call any time when you're ready move forward - and please bring all your questions with you! It will be my pleasure to be an asset to you throughout this whole journey.



*Having a realtor
means...*

Expert knowledge of the market

Transparency with paperwork

A voice for negotiation on your terms

Ready to list?



Scan to talk with me about listing:



Tami Floyd, Realtor®
(803) 446-4673
tamifloyd@exitrec.com

