



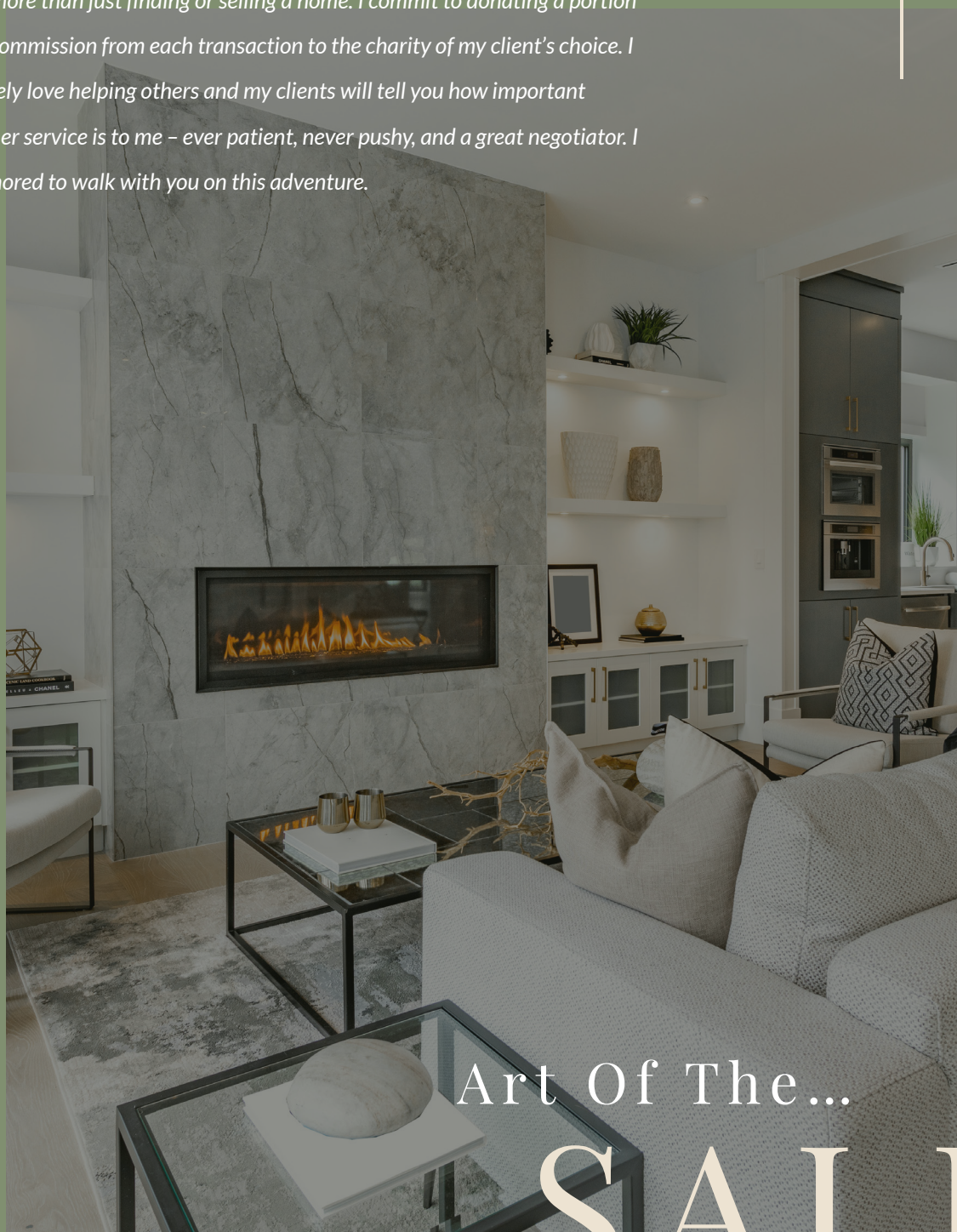
FINDING WHERE YOU BELONG.

SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING A HOME



Connecting locally and even nationally has been my mission in building abtnhomes.com. My philosophy of "Finding Where You Belong" means so much more than just finding or selling a home. I commit to donating a portion of my commission from each transaction to the charity of my client's choice. I genuinely love helping others and my clients will tell you how important customer service is to me – ever patient, never pushy, and a great negotiator. I am honored to walk with you on this adventure.



Art Of The...

SALE

CONTENTS

1

Amanda Baron

2

From My Clients

3

The Process

4

Factors That Influence The Sale

5

Days On Market

6

Where Buyers Come From

7

Preparing Your Home



AMANDA BARON

Bringing Personability and Professionalism to Real Estate and Relocation.

Selling or finding a home can be exciting and a somewhat stressful journey for you and your family. I am prepared to guide you every step of the way.

I am a Realtor® who is 'married to medicine' and know what it's like to be the new neighbor in town. In 2006, our family relocated from Texas to Tennessee with my husband, the physician, who took a position at The Vanderbilt Children's Hospital. I immediately fell in love with Nashville!! Even though I loved it, adjusting to our brand-new life was not easy and took time! I didn't know anyone or anything about the area. I wished I had someone local to give me advice on various things like schools, restaurants, hairdressers, dentists and nail salons and the best places to shop.

Once we became acclimated, I recognized that I was not alone in my struggles. With so many people relocating, I realized I could be of help showing them how I personally navigated the process and how I understood the challenges they would face. I decided in 2023, the best way that I could be of service was to become a licensed Realtor® and immerse myself in a network of resources in the local neighborhoods and community. I found myself engaged with building partnerships and friendships alike.

To enhance my service and skill I became certified with the designations, CLMS - Luxury Home Buying and DRS. AGENT. I participate in local associations to keep abreast of the local, state and national laws and trends, in addition to a few in the medical field, such as TMAA (Tennessee Medical Association Alliance) under the umbrella of AMAA (American Medical Association Alliance). These affiliations and the education they afford me, allow me to support the many families that relocate to Nashville for a career, a lifestyle or a better place to raise a family. I provide my clients a network of trusted advisors and partners to help you feel welcome.



Highly recommend Amanda Baron at ABTN Homes as your real estate agent if you are looking for a home in Middle Tennessee. Being new to Nashville, we needed someone who was knowledgeable about the area, as well as a skilled and savvy REALTOR® because of the very competitive housing market. Amanda was this and more!



Amanda gave my wife and me the same level of service we might have expected were we selling a mansion. Though we know little about real estate, she never once made us feel ashamed or stupid. Because the property was in such poor condition, she managed to locate a buyer from the networks of people she knows from her many years of working in real estate.



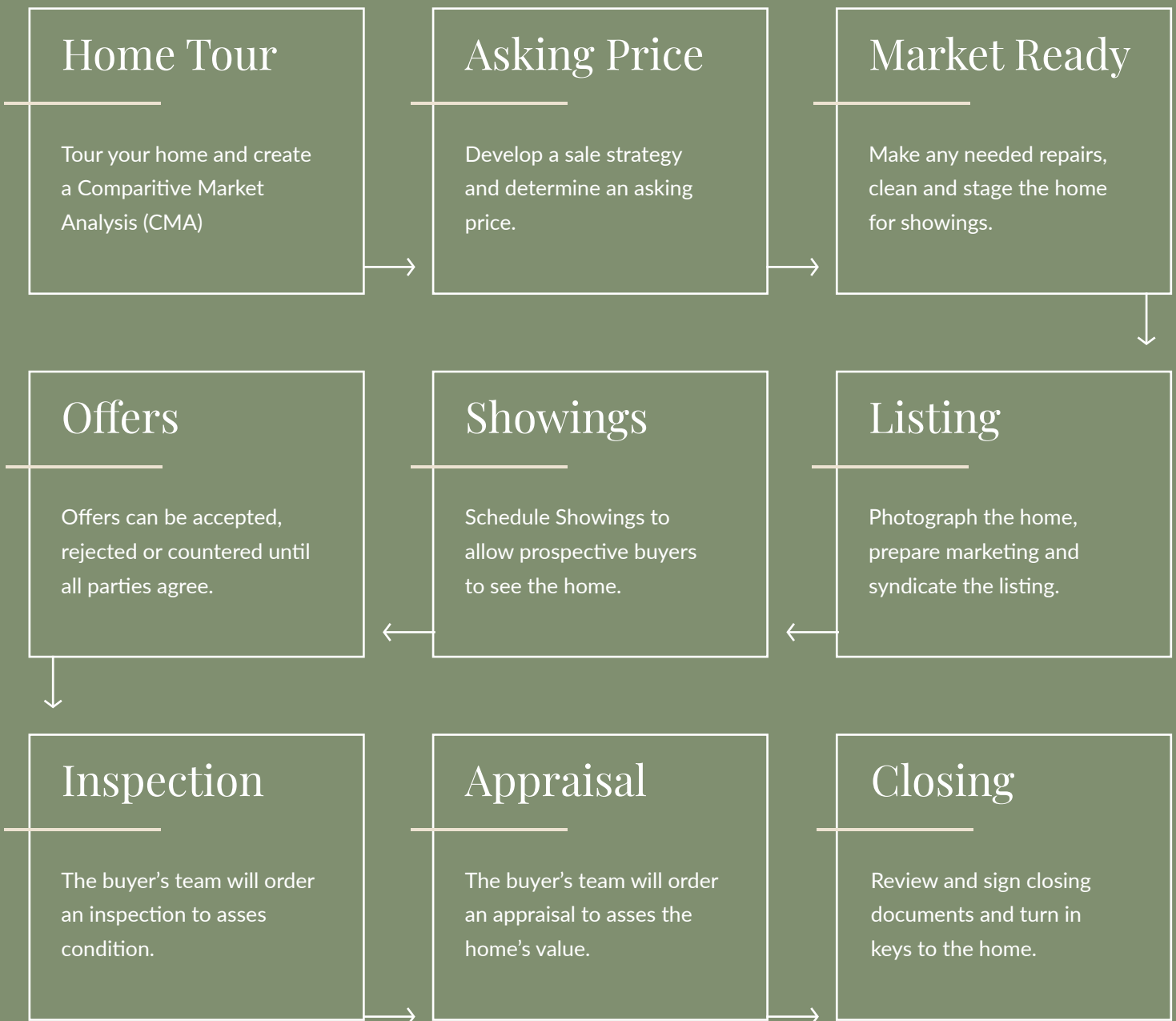
Amanda Baron is an amazing REALTOR®. She is meticulous when it comes to helping her clients understand the pros and cons of homes. I have worked with realtors before who I trusted and who were good, but I've never had an experience this exceptional. We felt like Amanda was our advocate and are so happy with the home we found.



From My Clients

THE PROCESS

Attracting the highest possible value for your home requires proper preparation, effective marketing and an expert knowledge of local market conditions. I can help you navigate the process and ensure your experience is as positive as it is successful.

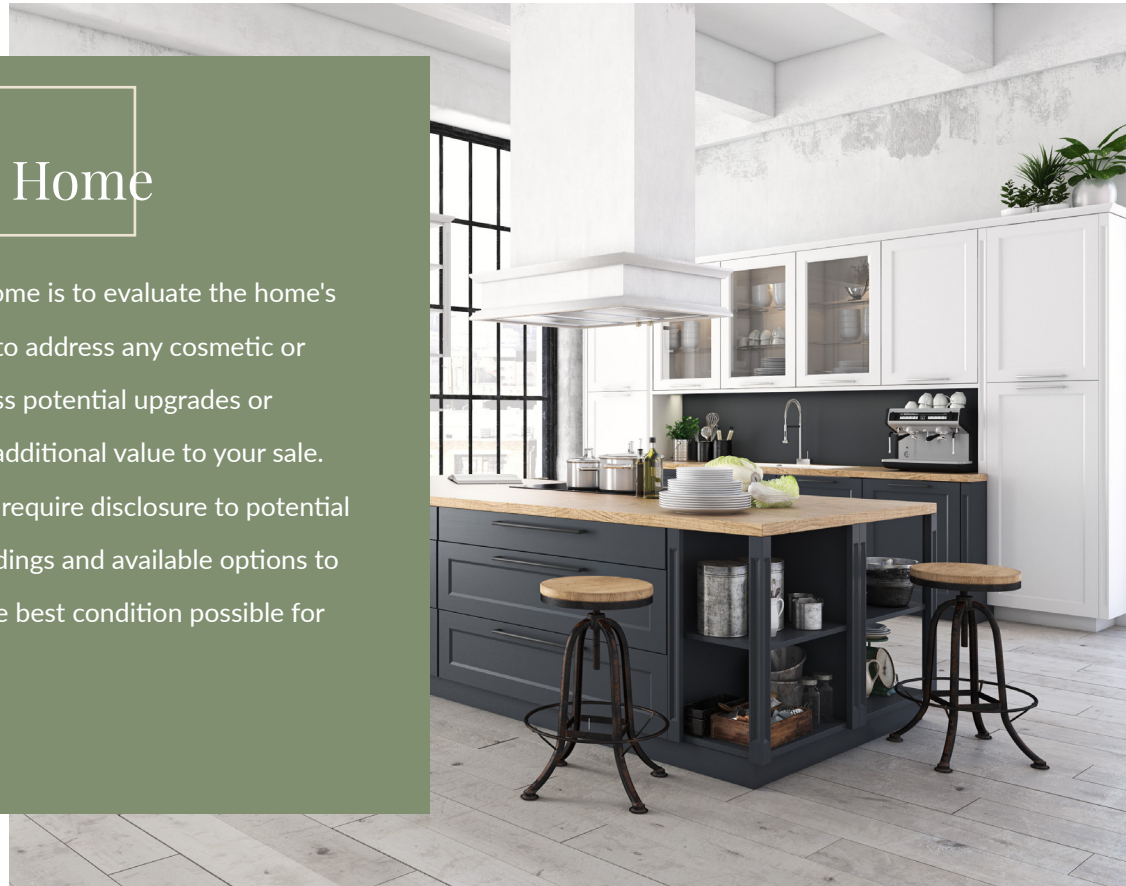




01-

Evaluating The Home

The first step to selling your home is to evaluate the home's condition. It will be important to address any cosmetic or functional problems and discuss potential upgrades or improvements that may bring additional value to your sale. Note that some problems may require disclosure to potential buyers. We will discuss the findings and available options to help ensure your home is in the best condition possible for attracting buyers.



02-

Choosing An Asking Price

There are many factors to consider in determining a competitive list price, such as location, condition, age and market conditions. It will be valuable to create a Comparative Market Analysis (CMA) of similar homes that have recently sold in your area. A professional appraisal may also be valuable. Understanding what the market will pay is critical to achieving a successful sale, and all of these factors will guide your decision to establish a list price.

If The Price Is Too High, How Will This Affect The Sale?

Studies show that homes priced correctly are more likely to sell:

15% over market value = 20% probability of sale

10% over market value = 30% probability of sale

5% over market value = 50% probability of sale

At market value = 95% probability of sale





03- Getting Market Ready

Preparing your home to sell can make a big difference in what a buyer is willing to pay for it. Depending on the condition of the home, there are three key considerations: maintenance and repairs, renovations and upgrades, and staging. Getting market-ready may include a variety of tasks, from reducing clutter and fixing maintenance concerns to updating paint colors and addressing landscaping needs. It may also be advantageous to have the home professionally staged. The focus of this process is to prepare your home to make a great impression and invite the most attractive offers possible.

Do I Have To Make Repairs?

The condition of your home can affect how buyers perceive it's value. Appearances can also attract or deter quality offers. While not all repairs will result in a more favorable sale, certain repairs may help create a more desirable outcome. In many cases, performing repairs can help achieve a higher sales price.

Will Home Improvements Help The Sale?

Studies show that home improvements rarely pay off dollar for dollar. This can be especially true of more expensive renovation projects. However, some simple improvements, such as paint, new floors or exterior landscaping can generate a significant return on investment.



04- Listing Your Home

When the home is ready for market, I will have professional photography taken. Then your home will be listed on the local MLS and syndicated to area brokerages and agents. Additional advertising methods may also be used to reach the widest audience possible within the target market. Creating a personalized plan to market your home will help attract the interest of the right buyer.

05- Home Showings

Once your home has been listed, home showings will begin. It may also be advantageous to hold an open house. Typically, the homeowner is not present for home showings, but you will be notified in advance of any appointments, and showings can be scheduled during specific times to avoid inconvenience. This creates an inviting and welcoming atmosphere for buyers touring the home.

Keys To A Better Showing

Don't Reveal Your Motivation

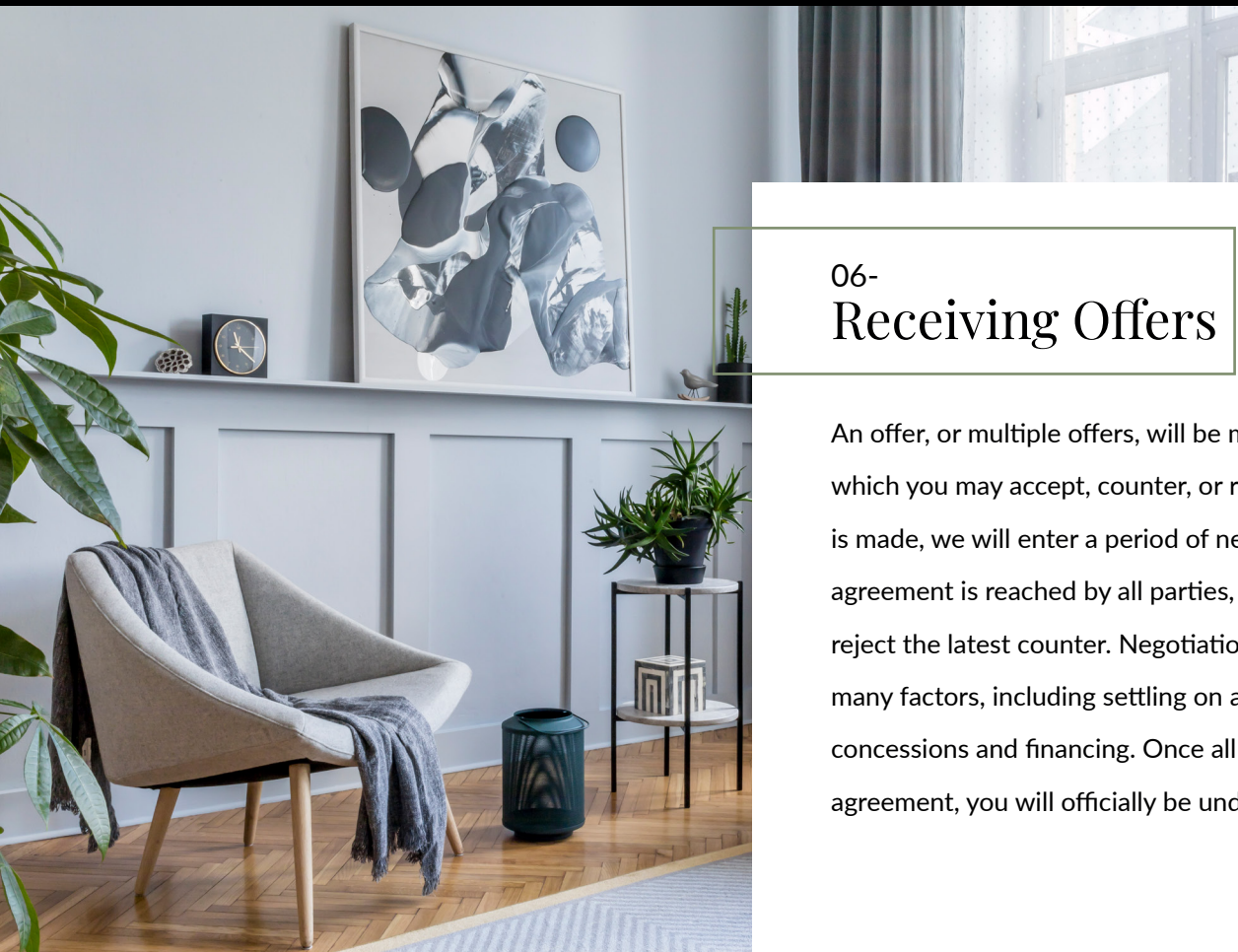
Should you encounter a buyer or their agent, don't reveal your reason for selling the home.

Appearances Matter

Make the home as inviting as possible. Clean, remove clutter and create an inviting atmosphere.

Help Buyers Visualize

Store personal items like family photos, stick to neutral colors, and allow buyers to visualize their lives in the home.



06- Receiving Offers

An offer, or multiple offers, will be made by a buyer, which you may accept, counter, or reject. If a counter is made, we will enter a period of negotiation until an agreement is reached by all parties, or you choose to reject the latest counter. Negotiations can involve many factors, including settling on a sale price, concessions and financing. Once all parties reach an agreement, you will officially be under contract



07- Appraisal / Inspection

Once an agreement is reached, the buyer may order a professional inspection and appraisal to evaluate the condition and value of the home. Depending on the results of these reports, we may enter another round of negotiations until an agreement is reached by all parties. Depending on the negotiation strategy, you may choose to complete repairs requested by the buyer in order to optimize other negotiation factors.

08- Closing!

Closing day! The buyer's lender will provide final confirmation that they are approved to close, and you will sign the paperwork required to complete the sale. This process typically takes an hour or two. Once the paperwork is signed by all parties, your title company will wire the net proceeds of the sale to your bank account, and your home will officially be sold!

FACTORS THAT INFLUENCE THE SALE

Achieving an optimal result on the sale of your home can be affected by many factors, including conditions within and beyond our control. Developing a successful sale strategy requires a thorough evaluation and careful consideration of these factors.



The Seller

- Price
- Terms
- Commissions
- Property Condition
- Timeline
- Motivation



The Market

- Economy
- Financial Market
- Interest Rates
- Location
- Competition
- Supply & Demand



The Agent

- Strategy
- Advertising
- Marketing
- Follow Up
- Professional Network
- Negotiating Skill



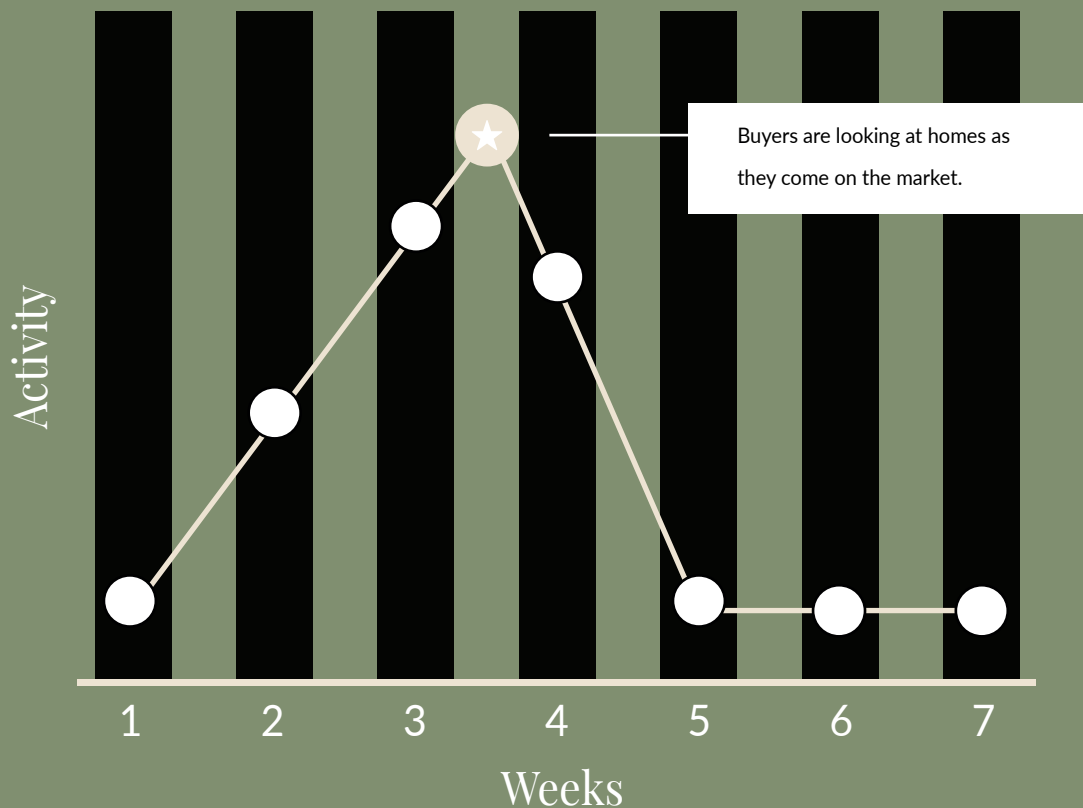
DAYS ON MARKET

The length of time a home is listed for sale can affect how the home is perceived by potential buyers. Homes typically generate the most interest when they are new to the market. When a home's Days On Market (DOM) are above average, this can cause buyers to believe there may be a problem with the home or that the home isn't priced correctly.



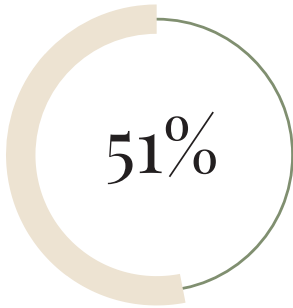
Showings Vs. Days on Market

The first showings come from ready, willing and able buyers who have been actively looking in the market, waiting for a home like yours to become available. After the first several weeks, the pace of showings slow down and buyers who are viewing your home at that time are oftentimes just starting their search and aren't motivated as much as the early showings.

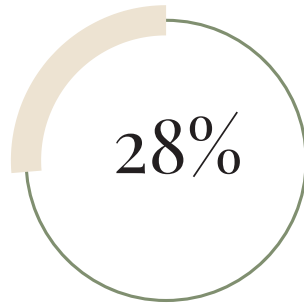


Understanding where buyers come from is an important consideration when developing an effective strategy for attracting the highest and best offers possible.

Source: National Association of REALTORS® 2020 Profile of Home Buyers and Sellers.



Purchased a home found through an internet source.



Purchased a home found through a real estate agent.

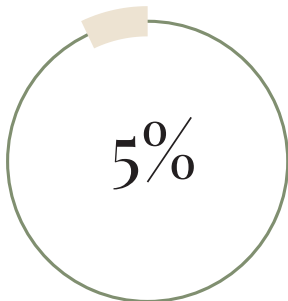


Purchased a home found through a for sale sign.



Purchased a home found through a personal relationship.

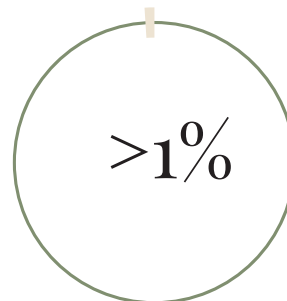
SOURCING BUYERS



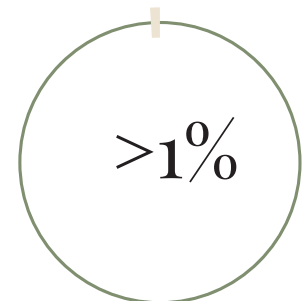
Purchased a home through a builder or their agent.



Purchased a home directly through the home seller.



Purchased a home after seeing a print advertisement.



Purchased a home through other alternative sources.

PREPARING YOUR HOME

Interior

- Deep clean the entire home.
- Patch drywall.
- Tighten loose faucets, toilets, baseboards, etc.
- Repair plumbing leaks, faucets and drain traps.
- Remove excessive wall hangings & furniture.
- Clean or paint walls and ceilings.
- Check each room for hazards.
- Declutter and store knick-knacks.
- Depersonalize and remove family pictures.
- Empty all kitchen and bathroom counters.
- Shampoo carpets.
- Clean and organize cabinets, pantry and closets.
- Clean baseboards, refrigerators, fixtures and fans.
- Clean and organize the garage.

Curb Appeal

- Store gardening equipment and tools.
- Keep the landscaping neat and well kept.
- Clean the front door and paint if needed.

Exterior

- Keep the grass freshly cut.
- Remove yard clutter.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.
- Ensure shutters are firmly attached.

For Showings

- Turn on all the lights.
- Open drapes and blinds in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Stage home with simple accessories.
- Park cars in the garage or away from the home.
- Light the fireplace (if seasonably appropriate).





FINDING WHERE YOU BELONG.

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