



SOLD.



FROM START TO SOLD
ALL THE DETAILS YOU
NEED TO SUCCESSFULLY
LIST & SELL YOUR HOME.



PLATINUM
PROPERTY GROUP



WELCOME

*Hi! We're The Platinum Property Group
and We believe in Home*

Home is more than just a physical space. It's where you've created countless memories, shared meaningful moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can often feel overwhelming. Selling a home can be an emotional journey, and it's completely understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home to finding the right buyers, negotiating the best terms for you, and creating a smooth closing, this booklet will be your guide.

The Platinum Property Group



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About Us

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

Marketing

Online Debut

Contingency Period

Closing Day





THE PLATINUM PROPERTY GROUP

Alissa McDonald, Jeri Kennedy, Wes Woodin and Meredith Tanner

Real estate team, local experts, and advocates for our clients. We're passionate about helping people make smart moves and finding the good in every step of the journey. From buying and selling your personal home to building a portfolio, relocating to Charlotte, or making your next big investment, we're here to make real estate feel a little easier—and a lot more personal. We believe in doing things the right way, working hard, and never giving up on our clients.

SUCCESSFUL SELLING PROCESS



WE KNOW THAT SELLING YOUR HOUSE
CAN BE STRESSFUL...

But it doesn't have to be. Instead, it can be the glorious start to a new chapter—the reliving of wonderful memories and the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD. Let's be honest, moving to a new home is EXCITING!

LISTING
CONSULTATION
| SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together.

As your agents, we'll ask you questions about your goals for selling your home and any questions or concerns you may have related to your sale.

Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

We'll also prepare materials for your review, including an overview of our marketing campaign, an explanation of our social strategy, and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

The Platinum Property Group

HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

BUYER'S
REALTOR

SELLER'S
REALTOR

SELLER

LOAN EVALUATION

BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**FIND YOUR
DREAM
HOME!**

OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

PURCHASE NEGOTIATION

SALESPRICE AND TERMS ARE NEGOTIATED & AGREED UPON.

INSPECTION PERIOD

BUYER BEGINS INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

DUE DILIGENCE & EMD

BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

SELLER'S DISCLOSURES

SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY AFFECT THE VALUE

**SALES
AGREEMENT
EXECUTED**

LOAN APPLICATION PROCESSED & APPRAISAL ORDERED

TITLE SEARCH
CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

CLOSING DOCS ISSUED
LENDER PROVIDES LOAN ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

TERMS SATISFIED
ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, WE ARE IN THE CLEAR TO MOVE FORWARD

FINAL WALK THROUGH
1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE



**TRANSACTION
CLOSED**





SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens.

No showings get scheduled. No offers come in. Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation, we'll make sure your goals align with market conditions and make a plan together.

NOTES

AGENT COMPENSATION

Inside real estate transactions, there are typically two agents involved. One agent represents the seller, and the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

Typically, sellers offer 3% of the purchase price to their agent and 3% to the buyer's agent. New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that sellers offer a co-broke to a buyer's agent. Here's why:



- **It makes your listing more appealing.** When every other listing is offering a buyer's co-broke agents are motivated to get their clients into yours.
- **It creates a smoother transaction.** A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

You are not required to offer a buyer's co-broke, however, when you allow the buyer to roll their agent's commission into the purchase price of the home it greatly reduces the amount of cash they are required to bring to the table. A buyer's co-broke has always been a pre-negotiated seller concession, but now the choice is yours in how you choose to handle their compensation. Talk with your lender and other trusted financial advisors.



DO YOU NEED TO PAY A BUYER'S AGENT?

THE SHORT ANSWER IS NO...

You've never been 'required' to pay a buyer's agent BUT it does offer you a competitive advantage which is why it has almost always been done this way. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a co-broke to the buyer's agent, the number of buyers that can now afford the home skyrockets.

Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers a co-broke.

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase it's value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyer's initial perception of how they would feel living in that home.



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



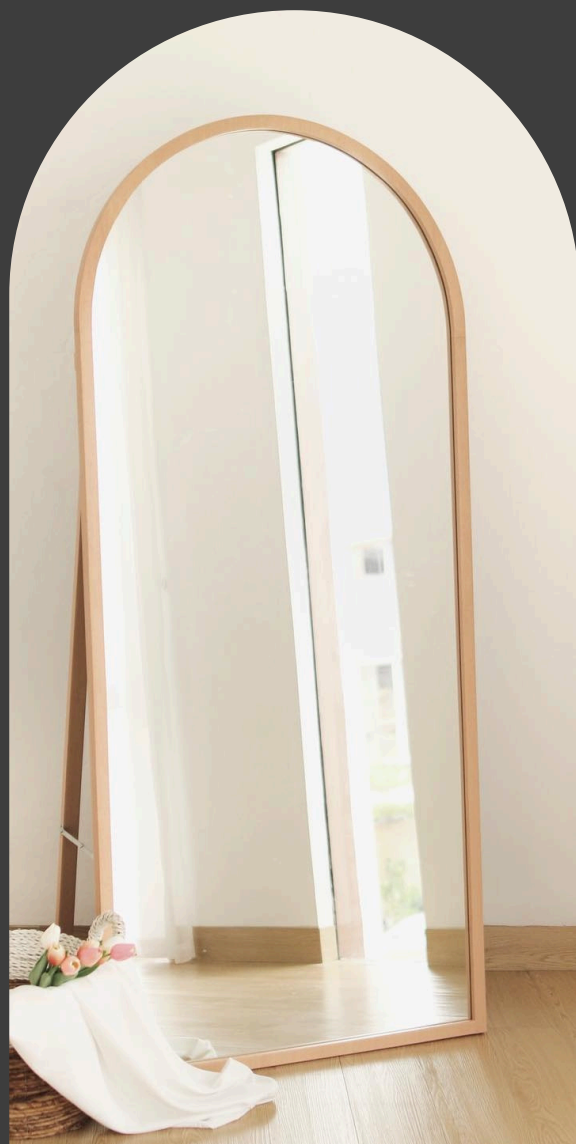
68% of consumers say that great photos made them want to visit the home.

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be completed 2-3 weeks prior.

On photo day, we'll complete staging and cleaning prior to the photo and video shoot. This is an all-day event, and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

MAILERS

02

SOCIAL

03

03
OPEN
HOUSE

THE DETAILS...

01

MAILERS: We know, most agents will tell you these are a waste of time and money, but our data tells us otherwise. This is where we let all the neighbors know about your home.

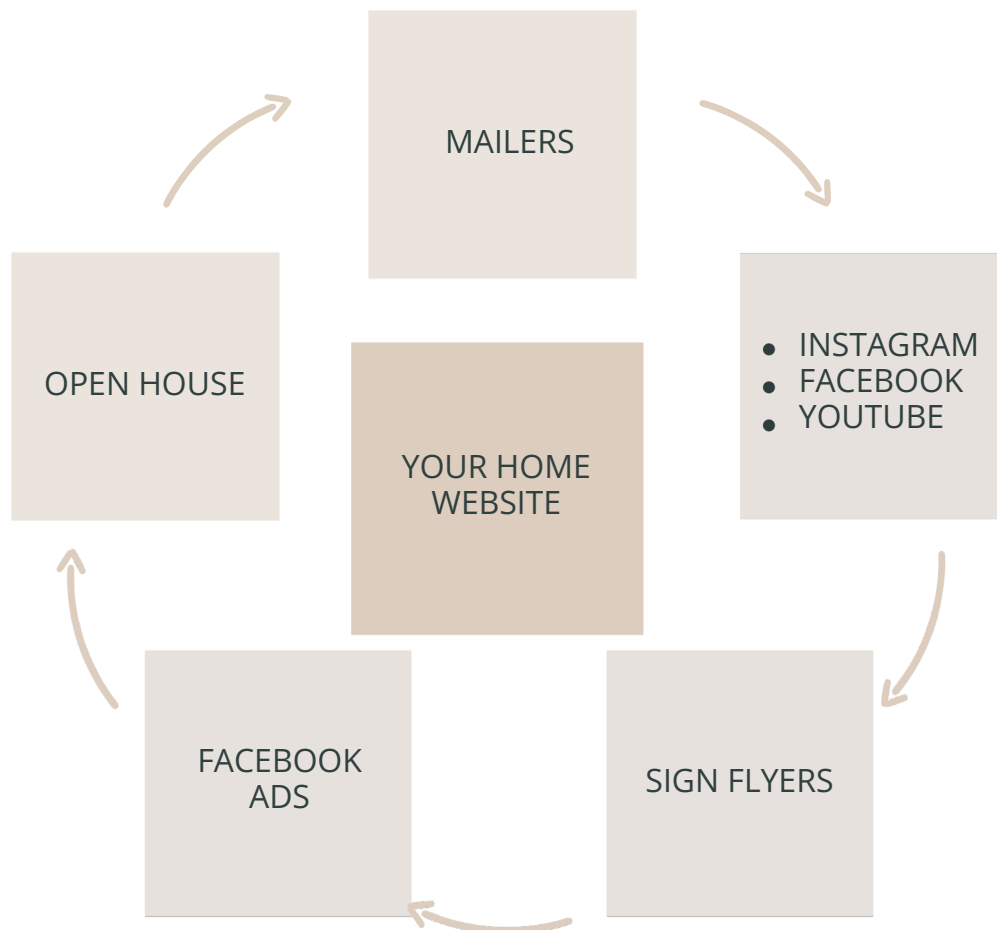
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision, they need to spend 7 hours engaging with a property, across 11 touchpoints and at least 4 different platforms, to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday & Sunday

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*We will give your home as much
visibility as possible using a variety
of tools to ensure your home is seen
by thousands of potential buyers*

Of course, We don't forget the basics: We publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when we hold an open house, we're exposing your listing to the world, especially when we do it regularly. That means each of those events gives your property renewed attention across all of the online portals and helps your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives buyers a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or multiple offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide which one to accept or whether to make a counteroffer. In a multiple-offer situation, we'll review them all at once.

This strategy is ideal because it allows us to compare offers from different buyers at the same time, rather than receiving them one by one over time.



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DUE DILIGENCE PERIOD

In real estate, the due diligence period refers to a period of time during the contract-to-close process during which a buyer conducts inspections on the home and generates repair requests or initiates negotiations for seller concessions based on inspection findings.

Once this period has passed, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership. By working closely with us and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with any issues that arise.



COMMON

01 Inspection Contingency

Almost every contract has a due diligence period when inspections take place. This typically lasts around 14 days.

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03 Appraisal Contingency

Inside the buyer's financing, there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

Not achieving the sale of their current home does not release a buyer from the contract of sale.

CONTINGENCY



CLOSING DAY

This is it! The big day!!! We've done this dozens of times and We promise you, we'll get through it just fine. We'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



What you **CAN EXPECT**

We know this is about more than selling high and buying low, and we can promise you that while there will be some bumps in the process, we'll do our best to help you avoid any delays or roadblocks.

You can expect weekly phone calls with our trademark tell-it-like-it-is honesty and creative problem-solving to get you where you want to go.

The Platinum Property Group

READY TO SELL?

*THE PLATINUM
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BROKERED BY
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REALTY