



The ultimate

MARKETING PLAN TO SELL YOUR HOME

A comprehensive plan to help you understand the market and show you everything our real estate team does to get your home sold.

LOCAL
REALTY GROUP



865.366.1023



BeasleyRealtors@Gmail.com



SmokyMountainHomesforSale.com

Our story



OUR MISSION

Our mission is to provide people with the information, education, and relationships it takes to win with real estate. The bottom line is that we win when YOU WIN! We believe that real estate is the greatest avenue to building wealth and financial security, but winning with real estate cannot be done alone! We strive to provide up to date market information, professional marketing, local connections, and the continuing education you need to continually win with real estate!

OUR VALUES

We bring value to every client by using technology to provide them with the information, education, or relationships they need! Every person you encounter at Local Realty Group will display high character, integrity, and loyalty. This attitude, and approach makes us who we are and we look forward to helping you WIN!

OUR STORY

Local Realty Group has been a generational work! The passion and desire for real estate started with our Managing Broker, and my mother Debbie. Debbie got her start in banking where she finished as Vice-President of the Loan Department at Citizens National Bank. While advancing in her banking career she always had a desire to be a full-time real estate agent. In 2002 she decided to leave her banking career behind and pursue that dream!

In 2020, Debbie was joined by her daughter-in-law Rachel and son Justin in Real Estate. As a family we quickly realized that the best way to accomplish our goal of provide our clients with the information, education, and relationships it takes to win with Real Estate was to open our own office. In January 2021, that dream was realized and Local Realty Group was born!



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current **MARKET ACTIVITY**



HOMES SOLD

We are expecting to see equal or better activity in 2021 as we did in 2020. While it is exciting to be in a great housing market it does require patience to acquire your Smoky Mountain home.

2

MONTHS OF INVENTORY

Months of supply is the measure of how many months it would take for the current inventory of homes on the market to sell, given the current pace of home sales.

DAYS ON THE MARKET

The number of days it takes to sell a home has declined over the last 3 years. 2021 remains less, as inventory remains low.

18

DAYS

The period of time between listing a property and its sale or it being taken off the market.



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WE GET YOUR *home* SOLD

For the most money possible



PROVEN MARKETING PLAN

When you work with us you are working with a team that has sold thousands of properties for hundreds of millions! Through our time selling we have developed a proven process that helps you sell your home as fast as possible for the most money possible!

No one sells their home for the most money possible by accident. Every property needs a personalized plan to help the owner what needs to be done and what the agents are going to be doing to get their home sold! We coach our clients through the whole process so they know what to do, and what to expect!



SCAN FOR MORE MARKETING
INFORMATION!

Our goal is to help you WIN by selling your home fast and for the most money possible! Our base a buyers, strong agent network, and innovative online platform allows us to get your home to the people who needs to see it FAST and in magazine QUALITY!

Within the first day of listing your home will be seen by thousands of buyers, and agents. We make sure you home is presented with the best first impression possible. This is why many of our properties are purchased sight unseen!

ONLINE APPEAL IS THE NEW CURB APPEAL

We use beautiful photography, virtual tours and high quality print collateral to tell the story of your home. Professional photos, videos, 3D tours, social media, and professional staging all make a huge difference in achieving top dollar.

THE *home* SELLING PROCESS

Our goal is to make your home selling experience as easy as possible, with the least amount of stress and the most money in your pocket.

1 THE DECISION

You have made the huge decision to sell your home. You start checking out market conditions and estimating the associated profits and costs.

STEP
1

2 THE HIRE

You hire a Realtor to consult you on the many important factors involved in selling a home, as well as negotiate on your behalf and deal with any issues that may arise along the way.

STEP
2

3 THE PRICE

Your agent can help you evaluate the real estate market and all relative factors about the property so you can be sure not to over or underprice your home.

STEP
3

4 THE PREPARATION

Ensure your home remains clean, staged and landscaped throughout the process. You want your home to look its absolute best from the professional photo shoot through close of escrow.

STEP
4

5 THE MARKETING

We will market your home on many platforms to ensure it is seen by as many potential buyers as possible.

STEP
5

6 THE NEGOTIATION

Your agent will help you negotiate buyer offers to purchase as well as any requests for repairs and/or credits during the inspection period.

STEP
6

7 THE CLOSE

The buyers will perform a final inspection to verify property condition. Once the closing documents are signed and the buyer's final funds are received, the deed is recorded with the County Recorder's Office and escrow is officially closed.

STEP
7

STEP
8

8 THE MOVE

Time to celebrate the sale of your home!



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PRICE YOUR *home*



WHAT AFFECTS PRICE?



LOCATION

Homes in more desirable neighborhoods, homes closer to shopping and entertainment, or homes that come with additional community amenities, command higher prices.



CONDITION

Homes in the best condition with the most up to date amenities bring a higher price than a dated home or one with standard amenities.



MARKET

The performance of the market has an impact on pricing - such as current home inventory and interest rates.



TERMS

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

WHAT DOES NOT AFFECT PRICE?



COST

What you paid for your home makes no difference.



PROCEEDS

How much you need to net from the sale makes no difference.



COLLATERAL

How much you owe on your property makes no difference.



OPINION

What you or anyone else thinks it's worth makes no difference.



BENEFITS FOR PROPER PRICING

FASTER SALE

When your home is priced correctly, you will succeed in targeting the correct buyer.

LESS INCONVENIENCE

Properly priced homes are on the market for less time, meaning fewer showing disruptions.

INCREASED AGENT EXPOSURE

Agents are excited to show properly priced homes.

INCREASED PROSPECT EXPOSURE

Your home will see more buyers in the correct price range.

HIGHER OFFERS

More interest creates more offers and bidding wars.



DRAWBACK OF OVERPRICING

REDUCES ACTIVITY

Fewer buyers will want to see an overpriced home.

REDUCES BUYERS

Overpriced homes represent an additional hurdle to buyers.

AFFECTS PERCEIVED VALUE

Buyers will expect more from your home than it offers.

HELPS COMPETITION

Overpriced homes make other homes look like better deals.

PRESENTS APPRAISAL HURDLES

Overpriced homes may exceed appraised value and could ruin a deal.



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WE MAKE LISTINGS *shine*



YOUR HOME HAS ITS OWN UNIQUE STORY

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see. They have already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



Photography



Photo Editing



Aerial Images



Virtual Tours

PROFESSIONAL PHOTOGRAPHY AND VIRTUAL TOURS

Today, 95% of homebuyers begin their search online. That means you only have one chance to make a great first impression, and the photographs in your listing will matter.

The quality of the photographs people see online may be the most important factor in how well you promote your home.

Professional photos will help sell your listing quicker, for more money, and attract more buyers.

Our real estate photographers know how to capture your house in the best lighting and take the photo from just the right angle to show off the best features.

***EVERY PHOTO YOU SEE IN THIS GUIDE
WAS TAKEN BY OUR PROFESSIONAL
PHOTOGRAPHER!***



EYE CANDY

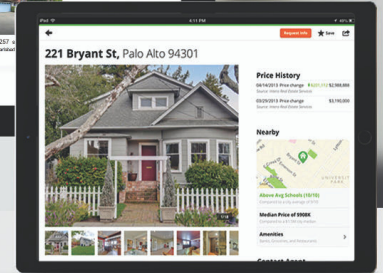
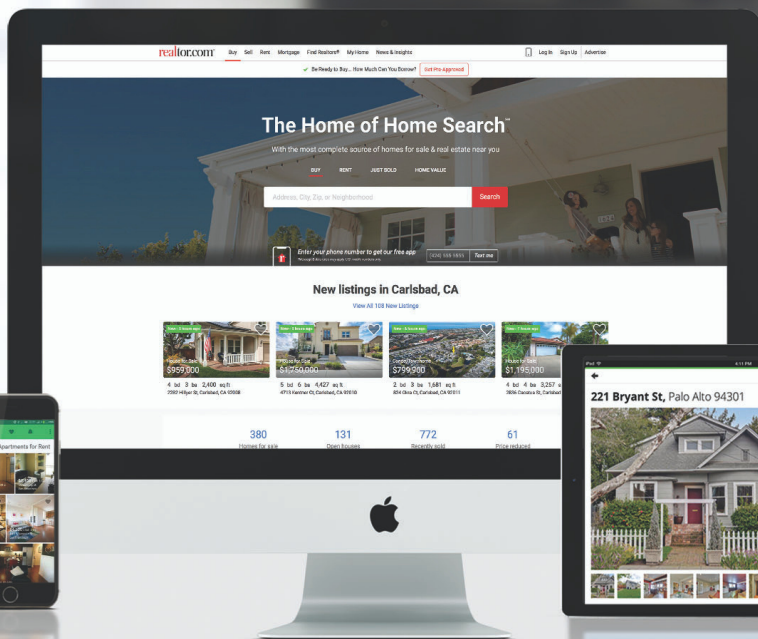
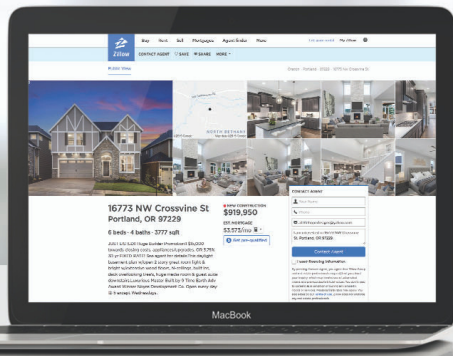
STAGING YOUR HOME TO SELL

Every seller is competing for the right buyer. Staging is a strategic marketing tool designed to show a property in its best possible light. Often it just takes an outsider's look to rearrange the items you have to make the space pop!

ADVANTAGES TO PROPER STAGING

- ✓ Increases the likelihood of a higher sales price
- ✓ Gives the impression of a well maintained home
- ✓ Gives a favorable first impression
- ✓ Helps justify the asking price
- ✓ Makes the home seem larger
- ✓ Gives every room a purpose
- ✓ Helps buyers see themselves in the home
- ✓ Puts your home above the competition
- ✓ Creates a "must-see" home through photography
- ✓ Gives you a head start on packing

INNOVATIVE DIGITAL MARKETING



We have the resources to create high-traffic ads. We post more often, and perform the extra steps that ensure your listing comes up fast and to the right demographic.

To reach the **98%** of buyers who search online, we market every property in four key places:

1. Brokerage Websites



Our technology allows us to showcase your property on all major brokerage websites like Redfin, KW.com, Sothebys.com, Century21.com, Better Homes and Gardens, ReMax.com and more.

2. Search Engine Optimization



Google. Bing. Yahoo. Nobody knows search engines better! Most international buyers and high-priced sales come through local keyword search. We are experts in both organic and paid results.

3. Listing Portals



We showcase your property on popular sites like Zillow, Trulia, Realtor.com, and 40+ additional real estate search sites. We want to make sure your property is showing up wherever buyers may be searching.

4. Social Media



Facebook, Twitter, Instagram, YouTube, and Pinterest. We market your property through the most popular social networks, through paid posts, and our already existing large audience. We will also provide you with great marketing tools to share your property with your own social media world.



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THE Campaign



GET READY FOR THE BIG PUSH!

YOU HAVE DONE THE WORK AND ARE ANXIOUSLY AWAITING FOR YOUR HOME TO HIT THE MARKET. BELOW ARE THE 5 STEPS WE TAKE THAT HAVE HELPED OUR HOMES SELL IN UNDER 20 DAYS!



COMING SOON

24 hours before going live your home is sent to thousands of buyers and agents that are part of our network. This allows people to get their financing and schedules in order to make an offer on your home!



VIRTUAL OPEN HOUSE

Virtual Tours are the new Open House. We utilize this awesome technology to constantly engage buyers beyond the initial photos. We will share with you more about the variety of ways we do this in our listing appointment.



GOING LIVE

It is time to let the world know! 24 hrs after the coming soon campaign your home will go live on the MLS, and all 3rd party websites, from Zillow to Brokerage websites your property will be everywhere.



RECEIVING OFFERS

Now this is what I am talking about! It is time for the offers, and by offers I mean MONEY! We will provide you with all the information you need to make the best decision when consider which offer to accept.

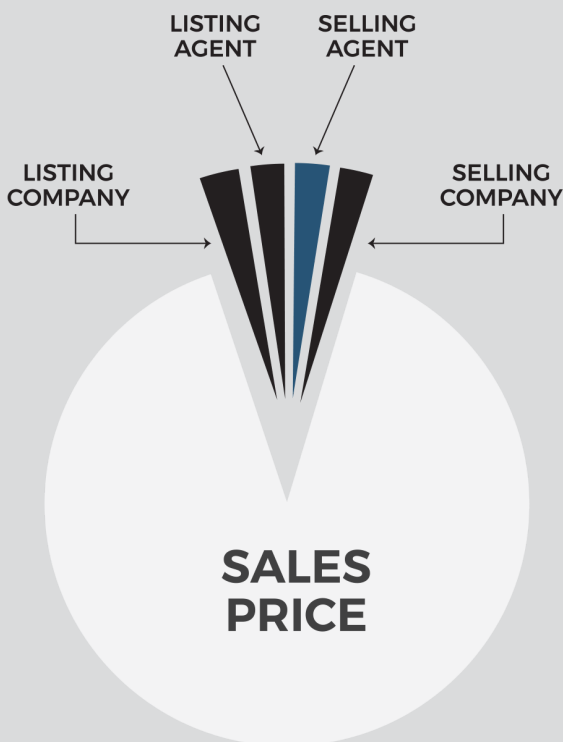


SOCIAL MEDIA MARKETING

Have you ever heard the statistic that you are 3 people away from meeting anyone in the world? Well in a social media age...you are one post away from connecting with your buyer! We use social media to help spread the word about your home hitting the market to all of our spheres of influence!

REAL ESTATE COMMISSION EXPLAINED

Whether you're buying or selling a home, you are likely to work with a real estate agent. It's important to understand the fees associated with real estate services and who pays what.



Who you hire to represent and market your home is the most important decision you can make with the financial future as it relates to your home sale. The experience of your listing agent will directly affect the ability for your home to successfully close. The more experienced the listing agent, the better chance you have of selling your home for more - so the commission amount is actually paid for with the higher sales price. And, the good news is that the real estate commission is only paid when your home is fully sold and closed.

It may seem like taking a real estate agent out of the equation may cut your costs and save you money, but the real estate agent is vital to the process to facilitate the negotiations, manage the paperwork, and maximize chances for sale of the house through staging, professional photography, virtual tours, and other marketing activities.

When a real estate agent represents a buyer, that buyer has the best possible chance of finding a house the buyer will absolutely love based on their needs. It increases the chance of a successful sale. Likewise, when a real estate agent represents a seller, that ensures the seller's best interests are met, top dollar received for the home, and all requirements are upheld under real estate law without a hitch. You need a representative that can ensure the process is fast, smooth, and easy.

To understand commission further, as your listing agent, I pay for all of your advertising and marketing expenses. We offer a competitive commission to the buyer agents. The amount is split between your listing agent and the buyer's agent. The listing agent and the buyer's agent then pay a portion of their received commission to each of their respective real estate companies to pay for company expenses.

CLOSING COSTS: WHO PAYS THAT?

Closing costs are various fees charged by the lender, the title company, real estate agents, and other service providers in order to complete a real estate transaction and are paid through escrow. Which party pays for specific closing costs can be negotiable between the buyer and seller.

THE BUYER CUSTOMARILY PAYS:

- Title insurance premiums
- Escrow fee
- Document preparation (if applicable)
- Notary fees
- Recording charges for all documents in buyers' names
- Tax proration (from date of acquisition)
- All new loan charges (except those required by lender for seller to pay)
- Appraisal fee
- Interest on new loan from date of finding to 30 days prior to first payment date
- Assumption/change of record fees for takeover of existing loan
- Beneficiary statement fee for assumption of existing loan
- Prorated HOA dues, if applicable
- Inspection fees (roof, pool, property inspection, pest, geological, etc.)
- Home warranty (according to contract)
- City transfer tax (according to contract)
- Fire insurance premium for first year

THE SELLER CUSTOMARILY PAYS:

- Real estate commission
- Document preparation for deed
- Documentary transfer tax
- Payoff of all loans against property
- Interest accrued on loans being paid off, reconveyance fees, and repayment penalties
- Home warranty (if specified in contract)
- Any judgment or tax liens against seller
- Property tax proration
- Prorated HOA dues, if applicable
- HOA fee for providing all updated homeowner's documents, if applicable
- Bonds or assessments
- Delinquent taxes
- Notary and recording fees
- Pre-sale inspection fees
- Negotiated credits to buyer, if any
- Negotiated repairs, if any



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Debbie Beasley

I began my Real Estate career 1998 with a local real estate and auction company working in the auction division. I also enjoyed a successful career in banking for over 30 years.

Realizing these two professions work hand in hand, I obtained my Realtor's license in 2005 and Broker's license in 2008. My objective is to give my clients superior service, focusing on their individual needs and making their real estate experience pleasurable. Because of my love for Real Estate, knowledge of the area, and experience in real estate and lending, I hope you will give me the opportunity to assist you with any of your Real Estate needs.

EXPERIENCE

19 Years selling and buying real estate

40 Yearly average transactions

\$14 MILLION dollars in sales volume for 2020