



THE LOCAL REALTY GROUP MARKETING PLAN

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

PREPARED FOR :

ADDRESS:

our story



OUR MISSION

Local Realty Group exists to help the everyday investor build wealth using real estate by providing them with the information, education, and relationships it takes for them to *win!*

OUR STORY

Local Realty Group is a family-owned and operated real estate firm in the Smoky Mountains that was started by multi-year top producer, Debbie Beasley. Debbie was joined by her daughter-in-law, Rachel, and son, Justin, in the venture. Total sales since 2021 tops \$100M and 2023 is on track to pass \$41M.



ISSUES

DEALING WITH LOW BALL OFFERS
UNREALISTIC BUYER EXPECTATIONS/NEEDS
KEEPING EMOTIONS IN CHECK
REAL ESTATE MARKET CONDITIONS
LEGAL COMPLIANCE

GOALS

COMPLETE NECESSARY REPAIRS WITHIN FOUR WEEKS TO PRESENT THE PROPERTY IN BEST CONDIITON
LAUNCH A TARGETED ONLINE MARKETING CAMPAIGN INCLUDING PROFESSIONAL PHOTOS
COMPLETE ALL LEGAL DOCUMENTATION AND DISCLOSURES WITHIN THREE WEEKS OF LISTING
PRICING YOUR PROPERTY RIGHT AND THE FIRST TIME
MONITOR MARKET TRENDS MONTHLY AND ADJUST MARKET STRATEGY IF NECESSARY TO ALIGN

HOW WE CAN HELP

HELP YOU NEGOTIATE A BETTER DEAL
HELP YOU AVOID EMOTIONAL SALES
WE HELP BY WEEDING OUT UNQUALIFIED BUYERS
PRICE NEGOTIATIONS TAKE SKILL AND OUR GOAL IS TO GET YOU TOP DOLLAR FOR YOUR PROPERTY
IMPLEMENT A COMPREHENSIVE MARKETING PLAN TO MAXIMIZE PROPERTY VISIBILITY

WHY CHOOSE US

Top advantages



Our goal at Local Realty Group is to deliver the information, education, and relationships people need to win with Real Estate!

We do this by approaching every situation with our core concepts in mind.

- ✓ INFORMATION
- ✓ EDUCATION
- ✓ RELATIONSHIPS
- ✓ CHARACTER

COMPARATIVE MARKET

analysis



RECOMMENDED LISTING RANGE \$1,200,000

AVERAGE PPSF \$421.75

	LISTING PRICE	DOM	# BEDS # BATHS	SQUARE FEET	YEAR BUILT	SOLD PRICE	STATUS
FOR SALE							
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		ACTIVE
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		SOLD
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023		
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	
1218 REEDMONT WAY	\$999,999	12	4 3	2200 SQ FT	2023	\$999,999	



Rachel Beasley, MANAGING BROKER



seller net sheet

WHAT WILL PRICING LOOK LIKE?

NOW THAT WE'VE SKETCHED OUT A PLAN, LET'S DIVE INTO THE NUMBERS. BELOW IS A BREAKDOWN OF YOUR POTENTIAL EARNINGS, FACTORING OUT ANY COMMISSIONS OR FEES, TO GIVE YOU A CLEAR PICTURE OF WHAT YOU'LL TAKE HOME FROM THIS PROCESS.

PROPERTY ADDRESS

SALES PRICE \$999,999

SELLER'S CLOSING COST
(DEDUCTED FROM SALE PROCEEDS)

COMMISSION 5% TOTAL \$49,999

TITLE EXPENSES \$300

TAXES \$50

MISCELLANEOUS \$500

NET TO SELLER \$681,800

WHAT DOES COMMISSION COVER?

- LISTING BROKERAGE COMMISSION
- SELLING BROKERAGE COMMISSION
- MARKETING
 - PROFESSIONAL PHOTOGRAPHY
 - INTERIOR
 - EXTERIOR
 - DRONE PHOTOS
 - SOCIAL MEDIA POSTS AND ADS
 - INTERNET ADVERTISING



Rachel Beasley, MANAGING BROKER

LOCAL
REALTY GROUP



NEXT *steps*

WHAT SHOULD YOU EXPECT?

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!

- ✓ LISTING DOCUMENTS
- ✓ MARKETING
- ✓ LIVE
- ✓ WEEKLY UPDATES
- ✓ CLOSING
- ✓ UNDER CONTRACT



865.805.6114



Rachel@SmokyMountainHomesforSale.com



@LocalRealtyGroup



SmokyMountainHomesforSale.com



Meet Your Agent:

Rachel Beasley
MANAGING BROKER

I am passionate about using my local knowledge, work ethic, and attention to detail to help my clients fulfill their real estate dreams. Real estate in the Smokies is often some form of a dream come true for our clients and I am honored to get to play a part in making those dreams a reality!

MEET THE TEAM



Ashley LeBlanc

TRANSACTION COORDINATOR



Madi Lambert

RELATIONSHIP MANAGER



Matt Tatum

FINANCE AND ADMINISTRATION