

PREPARING FOR A SUCCESSFUL HOME SALE



YOUR GUIDE TO SELLING YOUR HOME

"Your New Choice In
Georgia Real Estate"

GEORGIA
CHOICE
REALTY





INTRODUCTION

Dear Seller,

Thank you for allowing us the opportunity to present to you our Free Metro Atlanta Home Selling Guide titled **"Preparing for a Successful Home Sale"**. We understand that your home is probably one of the biggest investments that you have ever had to make. It is one that continues to play an important role in your family's happiness, security, and well-being.

Whether you are thinking about selling your home to today, tomorrow or a year from now, we want to be the one you choose to get the job done! We are ready and available to serve you every step of the way. We hope this guide provides you with valuable insights of the home selling process. If you have any questions about buying or selling a home, please don't hesitate to give us a call!

Our mission is to deliver remarkable results and provide our clients with extraordinary real estate experiences. By listening to your goals for selling and making sure we understand your top priorities, we can establish the best marketing plan and pricing structure to help you accomplish your goals. Our successful marketing plan will give your home maximum exposure to active and qualified buyers in the marketplace 24-hours a day, 7 days a week.

Our number one priority is to protect your interests, and make sure we sell your home for the most favorable price and terms that we possibly can. We want to be your trusted partner throughout the process, and look forward to putting our team to work for you.

For the latest copy of this guide, please visit www.GeorgiaChoiceRealty.com.

Sincerely,

Bradley Taylor

Bradley Taylor
Founder & Managing Broker
Georgia Choice Realty, LLC





HOW HOMES SELL

Marketing that is done to promote the sale of your home has only one purpose, to get buyers to your front door so that they can view your home. Once buyers have reached your front door, the job of marketing is complete. Your home must now compete with other homes in two areas: features and price.

If your home has more features that appeal to buyers, or your home is priced lower than comparable homes, your home will stand out as the better value. Conversely, if your home lacks features that potential buyer's desire, your only option is to compete on price. To be effective, your home should stand out as one of the top two or three best values in the marketplace based upon your homes location, features, and listed price point.

The listing price must strike a balance between the seller's need to achieve the best possible return and the buyer's need to get a good value. We will help you evaluate the competitive market and set a price that will accomplish both the buyer and seller's objectives.

FROM A BUYER'S PERSPECTIVE

To sell your home quickly and for top dollar, you have to think of yourself as a buyer. What did you do the last time you purchased a home? You probably established a location (or geographic area) that you were looking to purchase in. You probably had a budget based on the price you could afford or that you were willing to pay for a home. You probably had some required features (such as the number of bedrooms and baths) along with other desired features (such as a pool, a fenced in yard, or an extra bathroom) that you may have been more flexible on. You probably looked at 8 – 20 homes, in which 3 or 4 of them stood out as great values. You then probably then made an offer on two or three of those homes to have one offer accepted.

What were the factors that affected the price you paid for the home?

- Supply and demand of homes that met your required and desired features
- Current economic and market conditions in the area
- The asking and selling price of comparable homes on the market
- The condition and features of the comparable homes in your price range
- Your overall perception of the home compared to others you viewed

What were factors that had little or no influence on your offer price?

- The amount the seller paid for the home
- The seller's expected net proceeds
- The amount the seller had spent on improvements during home ownership

From a buyer's perspective, buyers simply buy the best home, with the most desirable features for the best price. To sell your home and draw in offers, it has to stand out as one of the best two or three properties that the buyer has looked at within their given price range. Is your home a home they would want to buy?



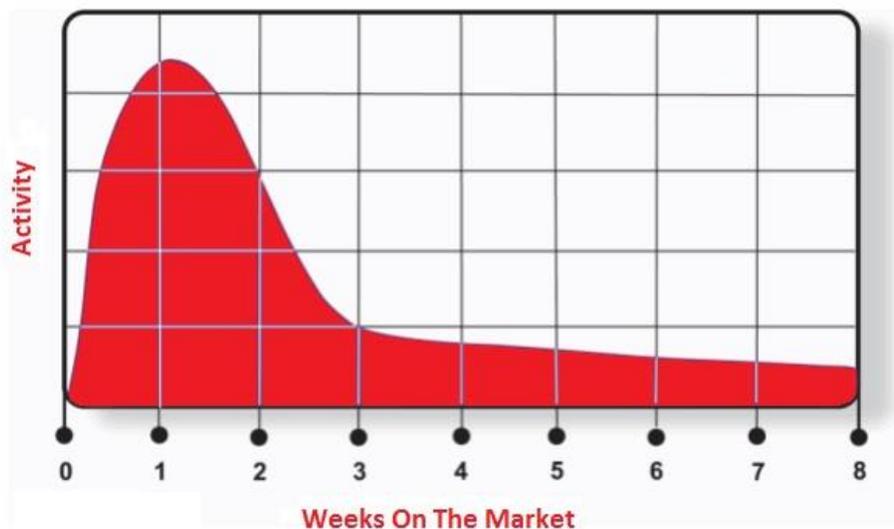


PRICING YOUR HOME TO NET YOU THE MOST AMOUNT OF MONEY

Pricing your home accurately is the most effective way to ensure a successful sale and net you the most amount of money. Allow me to repeat that - pricing your home accurately is the most effective way to ensure a successful sale and net you the most amount of money. No amount of marketing can sell an overpriced home. Many sellers are tempted to list their home with the agent that quotes the highest price. Please keep in mind that the agent does not set the price. Only the market will set the price for which your home sells.

The #1 Most Common Mistake in Selling a House

The most common mistake made by many home sellers is to try to "test the waters" by pricing their home high at the beginning, and reducing it weeks later if it hasn't sold.



As the chart above shows, the most important marketing time for your home is the first 30 days, because that is when the buyers that have already been in the market for a while will look at your house and make a choice whether or not they think it is a good value. These buyers are motivated, have already seen everything that is available for sale, and are waiting for something new to be listed. If they reject your initial listing price, the first impression has already been made, and there is also a very good chance that they will never consider your property again.





THE THREE MARKET TYPES

There are three types of overall market conditions when selling your home:

1. Seller's Market

This is when the inventory in a specific area is low. Properly priced homes generally sell (are placed under contract) within 14 days to 21 days maximum. If your property has not received an offer within this time period, it is priced too high.

2. Normal (Balanced) Market

This is when there is no real perceived advantage to either the buyers or the sellers. Properly priced homes should sell within 30 to 45 days.

3. Buyer's Market

This is when you have lots of homes on the market for sale in every price range and area. If you price your home just below the other similar homes on the market a sale should result within 60-90 days. Usually, homes are declining in value in this type of market. Therefore, the sooner you sell, the better it is for you.

REVEALING RESEARCH ON THE THREE MARKET TYPES

The National Association of Realtors researched the history of homes that actually sold in all three types of markets and they discovered two critical pieces of information:

1. 95% of all homes that closed escrow sold within 30 days after the listing price (seller's asking price) was set at the appropriate market price.
2. Homes properly priced sold within approximately 3-5% of the seller's asking price.

As of 2018, We are currently experiencing a seller's market. Therefore, if a property has not received an offer within 15-30 days, it is usually overpriced by at least 5% and possibly more.





KEY PRICING POINTS TO REMEMBER

- In most instances an appraisal is required when financing a property. It is futile to price a property for more than it's worth because it simply won't appraise.
- Pricing your home properly can in many cases lead to multiple offers, letting you choose the best of the offer that nets you the most amount of money
- A property on the market for an extended period of time usually becomes "stale," causing buyers to believe something is amiss, or not creating a sense of urgency in buyers to come view your home and make an offer.
- Most buyers are comparison-shopping. Looking at your home may convince them to make an offer on a different property if yours is overpriced.
- If your home is overpriced, you will not attract as many prospective buyers who would otherwise be prime candidates for your home.
- When you price your home too high in the beginning, you may ultimately need to drop your price below market value in order to attract buyers back to your home.
- An overpriced home tends to dampen other real estate agents' attitudes, making it less likely to be shown.

GETTING YOUR HOME READY TO SELL

Getting your home "ready to sell" can be a daunting task, especially if you are currently living in the home. However, there is one very important thing for sellers to understand when trying to sell a home: how you currently choose to live in the home, and how you stage the home for maximum reward are usually two entirely different things. When staging your property to sell, there are three main things you need to do to put the home in its most saleable condition.

- **De-personalize.** You want the buyers to feel as if they could move right into your house without changing a thing. Any personal pictures or artifacts left out will make it more difficult for the buyer to begin envisioning themselves taking ownership of the house, because they are being constantly reminded of the current owners.
- **De-clutter.** Remove any clutter left on kitchen countertops, tables, floors, bookshelves, etc. Clutter will cause your home to feel smaller than it really is. Clutter will also draw attention away from your properties unique features.
- **Neutralize.** Why is it that if you walk into the model home of any large successful builder today, you will find almost all neutral colors? Because builders are professional home sellers! They know what causes homes to sell! It is common for sellers to think "I shouldn't change the paint or flooring because the buyer will want to choose their own colors." In reality though, buyers buy on emotion, not on logic. They will walk through your home and either have great or negative feelings. Yes, there are buyers out there that can see past paint colors, but the vast majority of buyers don't have the same personal tastes as you do and they don't have the vision to see beyond the colors. You will be turning away 80% of the market who only want homes that are ready to move in.





STAGING YOUR HOME

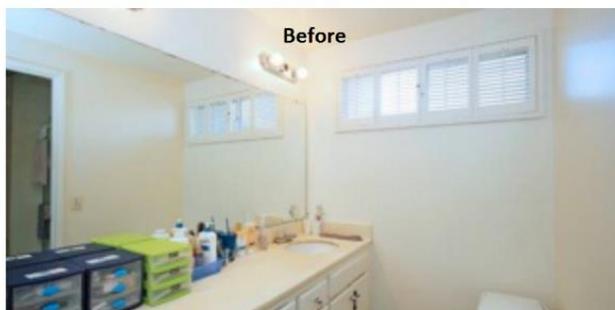
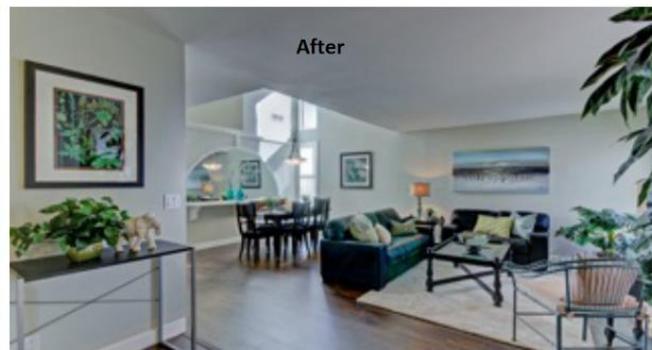
Staging helps improve your property by making it more appealing to the largest number of potential buyers. Staging transforms your home with furniture and accessory placement that leads the eye to the attractive features of the house while minimizing the flaws.

The Goal of Staging a Home is to:

- Maximize the perceived square footage
- Minimize the clutter and personal items
- Arrange or rearrange a home in a way that appeals to a wider variety of tastes and potential purchasers
- Create a fabulous first impression that allows the buyer to envision living in your home

Staging Statistics:

- Staged homes sell 80% faster than unstaged homes
- Staged homes sell for 6.9% more than unstaged homes
- 87% of home buyers today use the Internet to preview houses - photos make all the difference! Staging your home ensures quality photos that showcase your home in the best possible light





HOME VALUE MAXIMIZING TIPS

- **First Impressions Matter:** You only get one chance to make a solid first impression, and those initial 10 seconds can make or break your sale. Look at your entryway. Is it clean and free of clutter?
- **Create Curb Appeal:** Part of a buyer's first impression will be judged by your landscaping and the outdoor maintenance of your property. Manicure the bushes, mow the lawn, and plant pretty flowers. Work to create an impressive exterior, one that will draw buyers in!
- **When in doubt, paint!** There is nothing that can improve the value and salability of a home more than a few cans of fresh paint. Be sure to stick with neutral colors to maximize value.
- **Clean everything!** Cleanliness signals that a home has been well cared for. Get the carpet professionally cleaned as well. Leave the home smelling fresh and clean throughout!
- **Let the light in.** Pull back curtains and install bright light bulbs. Bright rooms feel larger and are more inviting.
- Pack up all non-essential items and move them to a non-conspicuous place in your home. Better yet, place these items in a storage unit so that buyers do not see them at all and do not ascertain your motivation to move from your home. Many storage facilities offer great incentives especially during the first month of occupancy.

Questions To Ask Yourself:

- Have I done everything that I can reasonably do to WOW buyers as they walk through the door?
- Is the house neat and clean? Does the house smell good?
- Do I have any deferred maintenance that should be taken care of or that could cause the home not to close due to a buyer inspection or appraisal?
- Do I have anything that is a significant issue with regards to housekeeping or the yard?
- If I have not completed any of the items above, am I comfortable getting less money for my home than I otherwise would have expected?





HOW TO INTERPRET A COMPARATIVE MARKET ANALYSIS

As part of the process of listing your home for sale, we will provide you with a free Comparative Market Analysis (CMA). Many people (including agents) limit their market analysis to looking at only a few comparable sales within the neighborhood. This is a big mistake! Looking at only sold properties does not tell you anything about the current market with respect to how many buyers are in the market today (demand) and the other homes currently on the market that will be your direct competition (supply). Given the information above, there are actually six important categories to be looked at. It is important to consider all six categories of homes to get a true indication of the real estate market for your area.

1. Active – These are the homes that are currently on the market. Some of them may be new to the market, and others might have been on the market a long time due to overpricing. This category shows you exactly which homes you will be competing against. Look at these homes carefully for things about them that are more attractive or less attractive than your property to a potential buyer. Try to determine what will make your home one of the most attractive opportunities on the market in terms of price, features, condition, and value.

2. Contingent – A contingent property is one that is under contract, but has contingencies that can let the buyer cancel, such as financing, home inspection and having another home to sell. Until a property closes, the sales price is not public information so you may or may not be able to accurately use these properties as comparables for your home. They do however give you an indication of a listing price because the listing price led to an offer being made on the property that was ultimately accepted by the seller.

3. Pending – These properties are under contract, and all contingencies have been removed. Like contingent properties, the sales price is rarely known.

4. Sold – These are the winners! Sold data is the most solid information because it tells you exactly what the market was willing to reward sellers with. By looking very carefully at these homes, you should be able to get a fairly good value range of what the market might reward you with.

5. Expired – These are the losers! These are the properties that were rejected by the market and did not sell before the listing period expired. All of these properties were priced above what the market determined their value to be. You can use these to see how NOT to price your own house.

6. Withdrawn – Most of these were also rejected properties, and were pulled off the market before listing expiration because they were not getting any showings.





SHOWING YOUR HOME

It is very important that your home is "Easy To Show" while it is listed. Everyday, buyers decide to skip over nice homes because they were not "Easy To Show." Given that most buyers only look at 8 – 12 homes before making an offer, losing a showing can mean the difference between a sale for top dollar and no sale at all! Below are some examples of why a home may not be easy to show:

- Agents and buyers would get to the property and find out that there was no way to obtain access
- There was an undisclosed gate at the subdivision entrance that the agent and/or buyer could not get thru.
- There may have been loose pets barking at the door while entry was attempting being made.
- Security alarms may have been present without easy instructions for deactivation.
- There have even been times when agents brought buyers to the property and the occupants did not want to show the home because the big game was on TV or the seller was embarrassed as to the homes current condition
- Some homes are not clearly identifiable because they are offset from the main road and street numbers were not present on the mailbox or street.

Given some of the reasons above for not being able to show a home. There are many things that you can do while it is listed to ensure your home will be shown to every potential buyer who wants to look.

- Always inform your agent of any "obstacles" in showing your home. Discuss in detail with your agent any concerns you may have. Notes about showing your home can be made in the private remarks section of the MLS (not visible to the public)
- Always allow your agent to place a lockbox at the home so that agents can obtain keys to the property. Ideally this should be a "Supra I-box Lockbox". With a Supra I-box Lockbox, we will know the name of each agent and the time that each agent showed your home. You will also receive an email each time the home is shown. If you want to know the time and date of the scheduled showing prior your home actually being shown, a "call before showing code" can be programmed into the lockbox so that you know the actual time of the showing..
- Ideally, pets should not be present at the home while it is listed. Make arrangements with family and friends to keep pets offsite if possible.
- Lock up any valuables or small items that may be of a concern. Better yet, remove all valuables from your home before listing.





OUR SIX UNIQUE WAYS TO MARKET AND SELL YOUR HOME

Most real estate companies only offer you one way to sell your home and very few actually outline the actual services they provide while your home is listed. The seller is often left confused as to what the agent has done, or what they could have done to better sell their home. Georgia Choice Realty, however, offers six different ways to sell your home. Each of these listing programs comes with a detailed list of provided services and an Easy Exit Listing Guarantee. So, if at any time you are unhappy with our service, you can fire us on the spot, no questions asked!

1. THE \$500 LISTING:

I am ready to pay \$500 at the time at the listing appointment plus a small additional fee for the additional listing and marketing services I select.

- If the home sells without a buyer's agent involved, there is no additional commission. I can elect to have Georgia Choice Realty represent me from contract to close for an additional 1% commission paid at closing.
- If the home is sold with a buyer's agent involved, I will pay a 4% commission at closing with 1% going to Georgia Choice Realty for representing me from contract to close and 3% going to the Selling Broker (buyer's agent).

2. THE SILVER CHOICE 2% LISTING:

Instead of paying an upfront fee to list my home, I agree to pay Georgia Choice Realty a 2% Commission at closing to list my home and to represent me from contract to close. Supra I-Box Lockbox Rental and Showingtime Appointment Center services will also be included in the Silver Choice Listing at no additional cost.

- If the home sells without a buyers agent involved, there is no additional commission.
- If the home is sold with a buyers agent involved, I agree to pay an additional 3% commission to the buyer's agent at closing.

3. THE GEORGIA CHOICE 3% LISTING:

I agree to pay Georgia Choice Realty a 3% Commission at closing to list my home and to represent me from contract to close. This listing includes Georgia Choice Realty's full suite of marketing services.

- If the home sells without a buyers agent involved, there is no additional commission.
- If the home is sold with a buyers agent involved, I agree to pay an additional 3% commission to the buyer's agent at closing.





4. THE 90 DAY GUARANTEED SOLD LISTING:

If the home is sold during the 90 Day Guarantee Sales Period, I agree to pay Georgia Choice Realty a 7% sales commission at closing with 3% of the commission going to the buyers agent (if any). If the home is not sold during the 90 Day Sales guarantee period, the home will continue be marketed for an additional 90 day period commission free. I will still be responsible for the buyers agent portion of the commission (3%) for the additional 90 days. (Some additional conditions apply)

5. THE GEORGIA CHOICE LUXURY LISTING: (For Homes Listed at \$500,000 and Above)

I agree to pay Georgia Choice Realty a 6% Commission at closing to list my home and to represent me from contract to close. This listing includes Georgia Choice Realty's full suite of marketing services. Georgia Choice Realty will also pay for additional premium luxury marketing services for the seller.

6. THE GEORGIA CHOICE SHORT SALE LISTING

A short sale listing is a listing wherein the lender allows me to sell my home for less than I owe. In almost all cases the short sale will cost you nothing. The lender will pay our entire commission and the commission to a buyer's agent if any). This listing includes Georgia Choice Realty's full suite of marketing services.





SERVICES WE PROVIDE WITH EVERY LISTING

You will receive unparalleled service and marketing exposure with our innovative strategies and cutting edge technology

- We list your home on the GAMLS until SOLD
- We upload up to 36 photographs of your home to the MLS
- We assist you with determining an appropriate listing price for you home
- Home is listed on Zillow, Trulia, Realtor.com and 100's of other national websites.
- Home is listed on over 50,000+ agent websites statewide
- We meet you at the property to complete listing paperwork. Listing process can also be completed by postal mail or email (your choice)
- Free Professional / Durable Georgia Choice Realty Yard Sign and Stand
- Listings are available on the following property types: Single Family Residences, Condominiums, Townhomes, Building Lots, and Farms and Acreage.
- Rental Listings are also available for same rate.
- Easy Exit Listing Guarantee. Cancel your listing at anytime.
- Free Seller Ebook: Preparing For a Successful Home Sale

ADDITIONAL LISTING ADD-ONS BASED ON THE LISTING PACKAGE SELECTED

- Supra I-box Lockbox Rental & Showingtime Appointment Center - Get Notified and Schedule Home Showings with Agents automatically by text, phone or email. We will also solicit for feedback from agents who view your home with their clients
- Professional Photography & Virtual Tour
- Social Media & Facebook Ads - We will place ads for your home on Facebook in the city / zip code where the property is located and extending up to 10 miles around that city or zip code.
- Single Property Website. – Example: <http://3434mainstreet.TheBestListing.com>
- Text / Call for Info Hotline - "We Call Your Home"
- Flyer Display Stand / Flyer Design / Flyer Printing
- Full Seller Representation throughout the entire transaction – Includes, Expert Contract Negotiation, Negotiation of Appraisals and Inspections





PROFESSIONAL PHOTOGRAPHY & VIRTUAL TOUR

One of the best things you can do to properly market your home is to have a professional photographer take photos. Your home can be immaculately cleaned and maintained and ready for showing, but without great photographs, your home may not get the exposure it deserves. First impressions are critical. If homebuyers do not like the images they see online, chances are they will move on to other homes. Many buyers will skip right through your listing if the main exterior photograph of the home does not look good. Also, buyers may not be able to see the great features of your home if they are not properly photographed.

It has been proven over and over that that listings with professional photos sell faster and for more money. According to the National Association of Realtors (NAR), 92 percent of homebuyers use the Internet as part of their home search. This means that many of the great features of your home mean nothing if the pictures do not look good!

YOU KNOW PROFESSIONAL REAL ESTATE PHOTOGRAPHY WHEN YOU SEE IT.

- The skies are blue grass is a bright green.
- Interior shots are properly lit throughout.
- You can clearly see through windows and doors.
- Many great photographs center on a focal point within the room.
- Most lines of sight are perfectly vertical or horizontal within the photograph.
- Wide angle lenses allows the photographer to capture more of the room in a single photograph.

YOU ALSO KNOW BAD OR AMATEUR PHOTOGRAPHY WHEN YOU SEE IT.

- Photographs are not properly exposed, letting in too much or not enough light.
- Photographs are shot in portrait mode when landscape mode is almost always the better orientation, especially when it comes to viewing homes on the internet.
- Many photos are crooked or do not show much of the room in the shot. They do not focus on the best aspects and features of the home or the room.





SINGLE PROPERTY WEBSITE

A great way to showcase your home is by using a single property website. With a single property website, the buyer is completely focused on your home. We use your single property website with our Real Estate Hotline, Flyers, and Text Messaging Service. The url of the website is based off of the street address of the home. With our single property website, buyers can view pictures of your home, its location, and what is nearby, such as schools and shopping. They can also download a flyer to print of your home right from the single property website. Visitors to the website can also register on the site to "Follow This Home" or schedule an appointment to immediately view the home if they are interested.

Example site: <http://3434mainstreet.TheBestListing.com>

FACEBOOK ADS

Facebook ads and boosted posts are one of the greatest and most underutilized ways to market your home today. Facebook allows us to place ads about your home in the Facebook users news feed, thus giving your home vast exposure it would not have obtained otherwise. Many facebook ads on listings can get 10,000 views or more and often in just a short period of time (like within the first week the home is listed). With Facebook ads, we place the ad based upon the zipcode in which the property is located and up to 10 miles around that zipcode. The home it is immediately relevant to the person viewing the ad and may they may even know where the home is located. Facebook ads based on local listings also have a very high viewership, click rates, and user engagement. We can also target Facebook users based on buyer criteria such as "likely to move" so that your ad goes mainly to those persons that may already be in the market for a new home but have yet to find the right one!

Georgia Choice Realty, LLC
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Get the Current Price, Photos, Details, School Information and more Now!

Just Listed - Snellville
Highly sought after area of Snellville. Great Schools. Gorgeous Community. Close to everything. 4BR/3BA Text 26627 to 25678 for more details

WWW.GEORGIACHOICEREALTY.COM Learn More





SUPRA IBOX LOCKBOX

This blue lockbox is an electronic key box that is used exclusively by real estate professionals and is a very secure way to allow those individuals access to your home.

The most common way for an agent to access your home is with their cell phone or a device called an active key. They use the bluetooth or infrared sensor in their cell phone or active key to beam information to the black sensor on the lockbox. The lockbox then releases the key compartment underneath so that the keys to your home can be accessed by the agent.

During this data exchange process, information is beamed from the phone to the lockbox. The lockbox receives digitally verified information from the phone identifying the name of the specific agent showing the home. This information is digitally and permanently stored in the lockbox. This way, the lockbox contains a detailed record of all agents that have shown your home! Also, via the cell phone data connection on the device of the agent showing the home, we are instantly notified via email the name of the real estate agent that just showed the property. We can also configure this service to send you an email when your home is shown by an agent.

I-box lockboxes have many other features that can be preprogrammed into them, such as limited showing hours and call before showing codes. The lockbox is usually attached to the front door of the home but may also be attached elsewhere such a side door or a secure iron railing.

I-BOX BEING OPENED WITH ACTIVE KEY



I-BOX WITH KEY COMPARTMENT OPEN





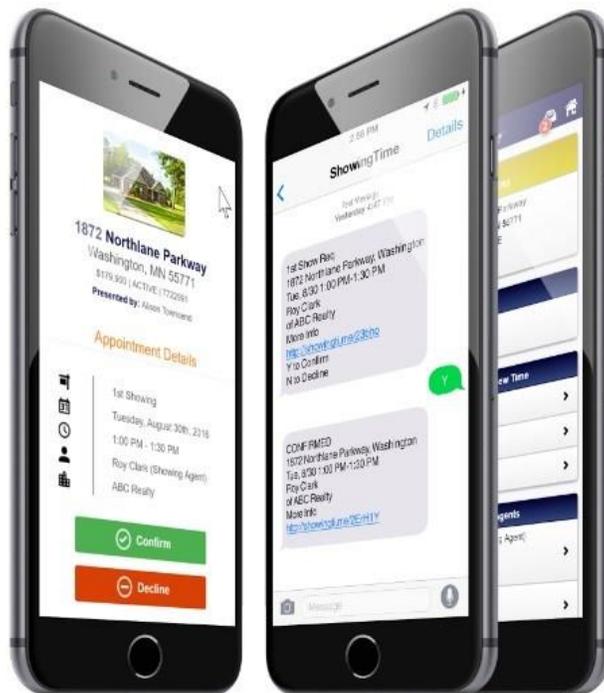
SHOWINGTIME APPOINTMENT CENTER

WHAT IS SHOWINGTIME?

Showingtime is a wonderful service available 24/7 for scheduling appointments with buyers and buyers agents.

HOW IT WORKS:

- You provide your contact information, your homes availability for showing, and any special showing instructions to Georgia Choice Realty when listing your home. Special instructions might include: "Gate Code is 1234" or "Do not let cat outside" or "Please remove shoes"
- While your home is listed, buyer's agents will call 1-800-SHOWING to schedule an appoint to view your home.
- You are immediately notified by phone call, email, text message. of the name of the agent and the date and time of the showing request.
- You simply confirm, change, auto approve, or deny any showing request by simply replying to or confirming the appointment.
- Once you respond to the showing request, all parties are notified including, yourself, Georgia Choice Realty and the buyers agent.
- Once a showing is complete, Showingtime will request feedback up to 3 times from the buyers agent about your home!





AS A SELLER WHAT DO I NEED TO DO?

You will simply need to respond to all showing requests as they are submitted. You can also set appointments to auto-approve status if you are out of town or the home is vacant. You can review all of the showing requests on your home by downloading the Showingtime app from the Google Play Store or Apple App Store.

WILL I BE NOTIFIED WHEN A SHOWING IS SCHEDULED?

Yes, you can receive emails, phone calls, and/or text messages depending on your appointment preferences.

WHAT HAPPENS IF I AM RUNNING LATE OR NEED TO CANCEL?

You can call the ShowingTime Appointment Center (1-800-SHOWING) to let them know. You can also let your agent know if there are alternate plans.

WHAT DO THE THREE APPOINTMENT TYPES MEAN?

Appointment Required – a confirmation must be obtained before the showing may occur.

Courtesy Call – an appointment is automatically approved, but a call is placed to notify the owner/occupant.

Go & Show – no approval is required and the request can be immediately confirmed.

WHAT SHOULD I BE DOING WHILE MY HOME IS LISTED?

- Check your messages. Be sure to continually check your phone or email for any notifications and respond as soon as possible. Delayed or missed responses could mean missed showings.
- Have your home ready to show at any time. It's tough to keep your home tidy every moment, but the practice of preparing for showings will result in a higher likelihood of an offer.
- Provide one or two primary phone numbers where you can be reached. While you may use your cell phone as your primary means of contact, provide an alternate phone number such as a home or work number as backup to ensure confirmation of showings.
- Stay updated on your home. You will have access to your listing information at anytime from anywhere, letting you know the date & time of future & past appointments as well as valuable feedback from agents who have recently shown your home.
- Install the Mobile App. You can set your contact preferences, keep track of upcoming showings, and access your feedback when you need. You can also reach out to your agent with any particular questions.





WE "CELL" YOUR HOME

When you list your home with Georgia Choice Realty, buyers can receive property information and photos of your home immediately on their cell phone 24 hours a day, 7 days a week. This service is very easy to use and provides more information that a recorded hotline could ever dream of providing!

When a buyer drives up to our yard sign, they will see a phone number they can call to get more information about your home. When they call the number and enter the code from the sign, they will immediately receive a text reply message with a link to your property. This link will direct them to a website that includes all of the pictures and information on your home.

Getting this information is usually a hassle for buyers, especially when driving subdivisions and looking at homes. They usually have to chase down the agent, or call a hotline that may take up to 5 minutes to read the information about the property. Recorded hotlines never show pictures of the property either.

Our experience shows that when homebuyers don't have to dodge an agent, many more of them will call for more information about the home. If you would like to **TRY THIS SERVICE NOW** you can!

Just call **888-881-6801** and Enter Code **31305**





FLYER DISPLAY STAND / FLYER DESIGN / FLYER PRINTING

Flyers can be a great way to get information to potential buyers driving through your subdivision. The flyer includes 3 pictures of your home, a features overview of your home, a well written description of your home as well as the url to your Single Property Website (if any) so buyers can obtain complete information and photos about your home.





EASY EXIT LISTING AGREEMENTS

Unlike any other real estate agent or company in Georgia, our exclusive EASY EXIT LISTING AGREEMENT allows you to fire us at anytime during our listing agreement. If you're like most sellers, you worry about being locked into a lengthy listing agreement with a less-than-competent real estate agent, costing your home valuable time and exposure on the market. Well, worry no more. Georgia Choice Realty will take the risk and fear out of selling your home with a real estate agent.

We will not lock you into a 12-month contract or even a 6-month contract. If you are not completely satisfied with our services and marketing techniques, you can just FIRE US!

With our listing agreement, you can fire us after just one day! That means if you don't think that working with our sales team is your best option, just call us and tell us at any time and tell us to take a hike!

We feel confident that after meeting with us, you will see that we have the best home marketing program in the Metro Atlanta area!

When you sell your home with Georgia Choice Realty, you can cancel your listing at any time. No hassles, no worries. It's simple:

You can cancel your listing literally the next day if you so choose, if not it's a day to day contract. You can relax, knowing you won't be locked into a lengthy contract. You will enjoy the highest caliber of service from professionals confident enough to make this offer.

We have a strong opinion about the real estate service we provide. We believe that if you're unhappy with the level of service you receive for any reason, you should have the power to fire your agent. It takes a strong belief in the quality of our service to make this kind of offer, and we are proud to make it, as our company never settles for anything less than the highest professional standards. We're so confident that you will be happy with our service and results that we put it in writing – we always stand behind our service!





ABOUT US

Georgia Choice Realty, LLC is a husband and wife team located in Snellville, GA. We specialize in selling residential homes located in all of Gwinnett County and in surrounding communities.



BRADLEY TAYLOR, REAL ESTATE BROKER

Bradley is the founder and manager of Georgia Choice Realty, LLC. Bradley graduated from the University of Georgia in 1998 with a Bachelor's Degree in Finance. While attending the University of Georgia he developed a passion and interest in real estate investing and real estate sales. Bradley first obtained his real estate license in 2000 and has been practicing real estate sales ever since. Bradley is a dedicated real estate agent and husband. He strives to provide customers with exceptional service and win-win outcomes. He is totally dedicated to his clients and their needs. Bradley is a technology guru and strives to discover more and better ways to use technology for the benefit of his clients.



JADE TAYLOR, REAL ESTATE AGENT

Jade is Brazilian by birth and American by heart. Jade is the glue that holds us together. Jade is fluent in English, Spanish and Portuguese. Before becoming a real estate agent, Jade worked for the largest bank in Brazil handling and facilitating trade and currency exchange transactions amounting to millions of dollars daily. She is very detailed and customer service oriented. Here at Georgia Choice Realty, Jade specializes in finding that perfect home for each of her clients. Jade is well known for her friendly and outgoing personality. She will guide you through the entire real estate sales process and handle your transaction in a kind and professional manner.

THANK YOU!

We hope you have found the content in this e-book valuable. If you have any questions about the home selling process that are not contained in this ebook, please do not hesitate to give us a call at 678-261-4901. You can also send us an email at homes@georgiachoice Realty.com. We look forward to serving you for all of your real estate needs!

