

# MY HOME SELLING DIFFERENCE

REDEFINING SERVICE IN  
REAL ESTATE

*Tamara Paschall*

REAL ESTATE AGENT POWERED BY KELLER WILLIAMS

**kW** NJ METRO  
GROUP  
KELLERWILLIAMS. REALTY



hello!



- TAMARA  
REALTOR®

When we say we are '*redefining service in real estate*,' we mean it! Our clients come first. We will educate you on what needs to be done to have a successful sale of your home. There are many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate you as a Seller, and empower you to make the right decision when selecting the best agent to market and sell your home.

## LET'S CONNECT



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PASCHALL  
PROPERTIES

SELLER

questionnaire

MOTIVATORS	NAME				
	PHONE				
	EMAIL				
	SELLER #2				
	PHONE				
	EMAIL				
FINANCES	What are your reasons for selling?				
	When do you want to move?				
	How long have you owned your home?				
FINANCES	What price range are you expecting for your home?				
	Are you current on your mortgage payments?				
PROPERTY INFO	Bedrooms	Features	Amenities	Upgrades Since Purchase	
	Bathrooms				
	Approximate Sq. Ft				

# THE SELLER ROADMAP

*This is the typical home seller roadmap of the steps that take place during the transaction*

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## 01 PRICE IT RIGHT

Review comparable homes and establish a price for your home

## 02 PREP TO SELL

Prepare your home to make its' debut on the market

## 03 HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

## 04 PHOTOS & VIDEO

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

## 05 LIVE ON MLS

Your home will go live on the MLS and will be viewable to the most potential buyers.

## 06 MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

## 07 RECEIVE AN OFFER

We will review all offers and help you understand all the terms of the contract, as well as handle all of the paperwork.

## 08 UNDER CONTRACT

After accepting an offer, your home will officially be under contract!

## 09 NEGOTIATIONS

The buyers will typically have an inspection contingency. We will negotiate any repair requests or credits made by the buyer once the Inspections are complete.

## 10 CLOSING DAY

Hooray! Time to hand over your keys and celebrate selling your home.

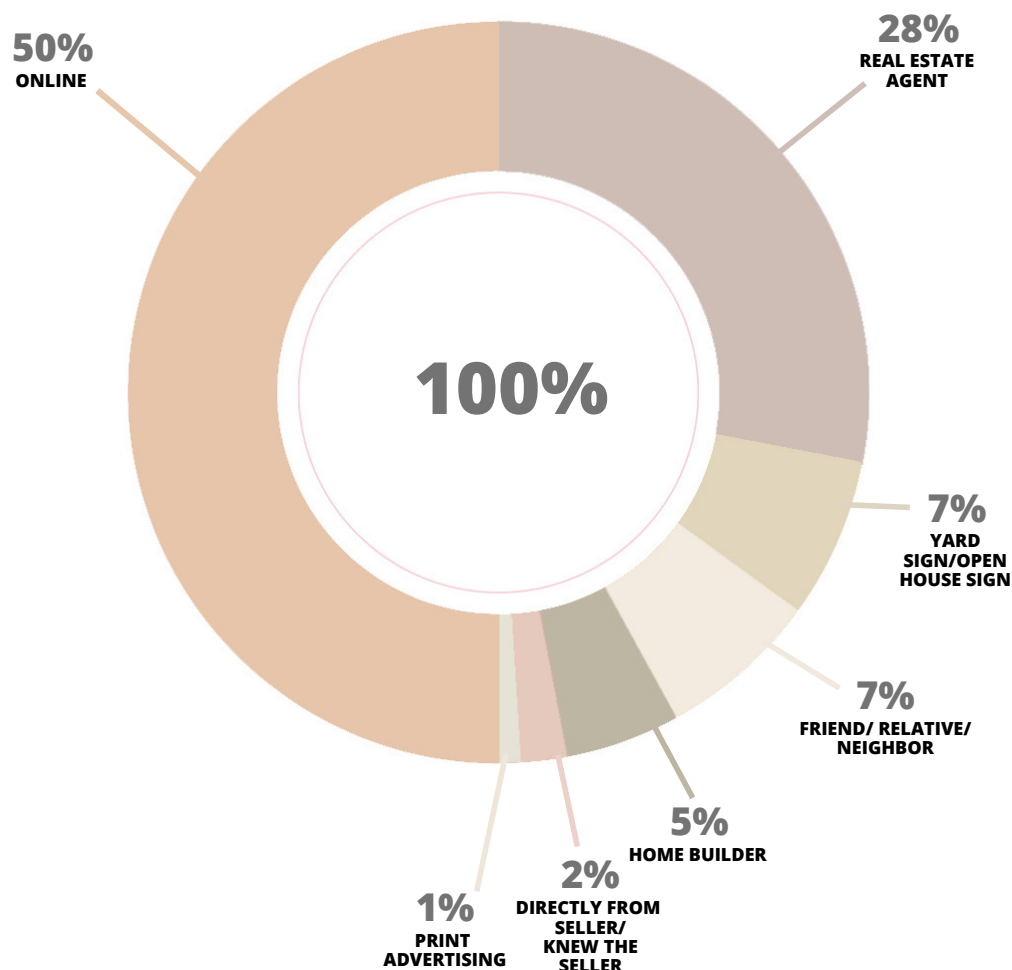


# HOME MARKETING STRATEGY

More than likely, the first place potential buyers will see your home is *online*. This is why I work hard to reach as many buyers as possible online and strive to make the best impression possible through my online listings.

I am dedicated to enhancing exposure to your home, and I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

## HOME BUYERS ARE SHOPPING ONLINE



# HOME MARKETING STRATEGY TIMELINE

1

## ENHANCING YOUR HOME

- STAGING
- LANDSCAPING
- CURB APPEAL
- DECLUTTER
- PAINTING, ETC.

2

## HIGH IMPACT IMAGERY

- PROFESSIONAL PHOTOGRAPHY
- AERIAL PHOTOS
- VIDEO TOURS

3

## PRINT CAMPAIGN

- FLYERS
- BROCHURES
- POSTCARDS

4

## COMING SOON MARKETING

- PROPERTY ANNOUNCEMENTS
- OPEN HOUSE INVITATIONS
- TARGETED EMAIL BLAST TO DATABASE
- MLS & ZILLOW
- SOCIAL MEDIA OUTREACH

5

## DIGITAL MARKETING

- SOCIAL MEDIA
- LEAD GENERATION CAMPAIGNS
- EMAIL MARKETING
- REVERSE PROSPECTING
- MLS & OTHER PROPERTY SITES

6

## EVENTS

- BROKER OPEN
- OPEN HOUSE
- SPECIAL EVENTS



# PRICING IT RIGHT

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 weeks of listing your home yield the highest point of opportunity to sell your home for top dollar and all factors need to be just right.



## PRICING

The main goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving a low offer



## HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers



## FACTORS

What factors do NOT determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

## PROS AND CONS OF PRICING IT....



### BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



### AT MARKET VALUE

- + Lower risk of appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



### OVER MARKET VALUE

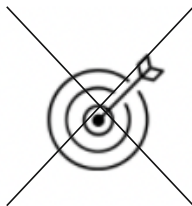
- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET.

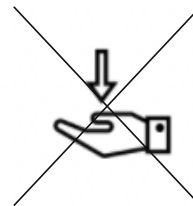
It is very important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT YOU WANT



WHAT YOU NEED



WHAT ANOTHER AGENT SAYS



WHAT YOUR NEIGHBOR SAYS



COST TO REBUILD NEW



# REVIEWS



For the purchase of my first property, it was important that my agent truly understood what was meaningful to me and not just closet space. Having an older parent for whom I would make accommodations, this was critical. Although COVID and other life incidents postponed the closing, Tamara's empathetic, thoughtful and conscientious attention were the hallmarks of all of our interactions! She had chockfull of industry tips, best practices, vendors, contractors and designers, that it not only felt like she was my agent, but also my own concierge that I didn't have to pay extra for! As soon as I am back on the market, I'll be in touch Tamara! Highly recommend her for all of your real estate needs!

- Sonia

We began looking for our forever home back in June 2021. Tamara walked us through the first house we looked at and she was our agent ever since. I definitely hit the lotto with her.

Tamara was super friendly, knowledgeable and incredibly helpful throughout the whole process. She went above and beyond and we would recommend her in a heartbeat!

- Nilda

Tamara assisted my elderly parents and myself navigate the NJ real estate market. Because we were coming from NYC, her knowledge of the various neighborhoods and patience was much appreciated.

I would highly recommend Tamara to help buy/sell your home. Her enthusiasm and willingness to go the extra mile made the best impression.

- Julie

My experience selling my home with Tamara was very satisfying. Out of all the agents I interviewed, her comps right on the money, her staging ideas yielded a fantastic ROI, and most importantly, I always got a quick response to my many questions and inquiries. I felt during the entire process she was personally invested in the best outcome for me.

- Lynne

*Thank you!*

for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



**TAMARA PASCHALL**

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