

IN TRUSTED HANDS

My goal is to provide service so exceptional, you'll want to tell your friends and family about me – and I'll have the opportunity to assist them and you with the next real estate transaction. The advantages in choosing me to list your home:

Industry Knowledge

Through the powerful **CENTURY 21**® brand, you benefit from a wealth of industry knowledge, as well as a 98% client recommendation rating¹ of agents affiliated with the brand.

Market Intelligence

I analyze the many factors that influence a home's value, including size, features, location, condition, inventory of available homes, comparable sales and market variables.

Local Expertise

I bring in-depth knowledge of our community, helping you navigate local nuances with confidence and ensuring a smooth, informed, rewarding home sale.

Selling Process

Negotiating a purchase contract is half the battle, but there is still much work to be done as we transition to the contract-to-close process. To ensure a seamless and on-time closing, I'll be managing deadlines such as financing and inspection contingencies. I'll also be negotiating on your behalf the moment we enter into an agreement – until you collect the proceeds from the sale.



READY TO GET STARTED?

I have the skills and powerful **CENTURY 21**® brand resources to:

- Help you sell your home for the most optimal price
- Negotiate to secure terms with your best interests in mind
- Represent your needs throughout the entire process
- Close the sale in a smooth and timely manner

I look forward to the opportunity to work together to achieve the best results in your home sale!



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Gold Realty

1. The survey results are based on a RealSatisfied online survey of over 66,000 respondents in the United States, conducted by Century 21 Real Estate LLC. The respondents were clients of CENTURY 21® independent sales associates across approximately 1,700 CENTURY 21® franchised offices who bought or sold a home during the 2024 calendar year.

2. 2024 NAR Home Buyer & Seller Report.

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Products or services mentioned in this brochure may vary based on the agent's specific resources and affiliations. 258HL1.C21.6/25

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HOMESELLER'S GUIDE

You deserve – and should expect – to be able to put your trust in your chosen real estate professional. This principle guides everything I do as an experienced seller's agent.





POSITIONING YOUR HOME TO SELL

How long can it take to sell your property? Some properties sell in a few days. Others may take several months. A proper balance of the key factors that influence marketing a home can help expedite your sale: Location, Competition, Timing, Condition and Price.

PREPARE TO SELL

Completing a property checklist that outlines your home's most important features guarantees that we are showcasing your home in the best light to attract the greatest number of qualified buyers. I'll provide you with a checklist to guide you through the important questions.

LISTING YOUR HOME

Finding Reliable Representation

Asking the right questions to understand your goals allows me to focus on the motivation behind selling your home, so you can list with confidence. The goal-setting process ensures that we remain on the same page and work toward securing a sale on your terms.

Highlighting Your Home's Best Features

Home staging matters. I offer guidance on how to help maximize your home's attractiveness to form an emotional connection. Together, we take a fresh look at your property to understand how a buyer will see your home.

Placing Your Home on the MLS

Listing your home on the Multiple Listing Service (MLS) ensures it's seen by the widest pool of qualified buyers and agents – locally and nationally. Unlike private or off-market listings, the MLS gives your property maximum visibility, which can lead to more showings, stronger offers and faster sales. In today's competitive market, full exposure isn't just a strategy – it's a best practice.

STRATEGIZING FOR RESULTS

A solid pricing strategy begins with close consideration of current real estate market trends and conditions. My job is to study the local market as well as the median sales price and average number of days on market in your area, so I can provide you with information you can use to make well-informed, educated decisions. My access to a Comparative Market Analysis (CMA) tool allows me to quickly find comparable properties to assist us in deciding on a competitive, effective price.

MARKETING YOUR HOME

Dominating the Online Scene

I get your property noticed online – all buyers use the internet in their home search process². It starts with a single-property website. This unique offering provides a visually appealing landing page to view all the key details of your home in one place.

Casting a Wide Net

To market your home successfully, I navigate the complex digital scene to ensure your property is seen by the right prospects. By accessing the exclusive suite of tools offered by **CENTURY 21**[®] brand I devise a plan that can help deliver maximum exposure.

Captivating the Buyer

Professional photography is a must and is at the core of my marketing efforts. I showcase your home to its best advantage – with nothing short of beautiful, vivid and mobile-friendly interior and exterior photos.

Keeping You Informed

You'll be in the loop at every stage of the process with up-to-the-minute information. Such updates allow me to continually evaluate my strategy, and review and discuss adjustments with you, if necessary. Together we will optimize our marketing plan and get you to the closing table faster.

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CONTRACT TO CLOSE

GUIDANCE AND KNOW-HOW

I have the expertise to guide you smoothly through every step of the process. From the moment we go under contract to the final closing day, I'm here to represent your best interests and keep everything on track. My role is to anticipate challenges, offer clear solutions, and ensure that every detail is managed with care – so you can move forward with confidence and peace of mind.

