

WHAT TO EXPECT

When you list your property with our team, you will be provided with the following **key services** that will ensure we meet and exceed your expectations and goals:

PREPARING FOR SALE

- Full Market Analysis
- Cleaning and Staging Consultation
- Professional Photography and Drone Photography when applicable
- Videography/Virtual Tours
- Coming Soon Program

MARKETING YOUR LISTING

- Emerald Coast Association of Realtors MLS Listing
- Pensacola Association of Realtors MLS Listing
- Online Syndication across thousands of real estate websites
(Mansion Global, Wall Street Journal, James Edition, etc.)
- Digital Marketing - Social Media Advertising
- Targeted Marketing Programs
- Signage (within the allowed HOA rules)
- Exclusive marketing membership for expanded exposure and premium placement

CONSISTENT COMMUNICATION

- Weekly Business Meeting with Your Agent
- Weekly Activity Updates
- Showing Notifications
- Showing Feedback Reports
- Team Support
- Listing Strategy

COORDINATING YOUR SALE

- ShowingTime - Immediate notifications for showing requests and feedback received
- Bluetooth Powered Lockbox and showings by appointment only
- Buyer Pre-Qualification to ensure your property is shown and exposed to serious and able buyers
- Negotiations and contract terms audit-closing statement
- Dedicated Transaction Coordinator to coordinate inspections, repairs, closing

CLOSING DAY

- In-person or remote closing services
- Final Walkthrough Coordination
- Representation at closing for final detail



PREPARING YOUR LISTING

INSIDE

OUTSIDE

- ❑ Remove clutter from the island and countertops. Small appliances make the counter space look cluttered.
- ❑ Clear the refrigerator of all photos, school lunch menus, and magnets, as well as anything on top.
- ❑ Conceal garbage containers.
- ❑ Empty the sink and put the soap under the sink. Remove all kitchen mats or rugs.
- ❑ Open window blinds and drapes to reveal the view and to allow as much natural light in as possible.
- ❑ Make sure all lights are working and bulbs are changed. Turn on all lights during the appointment.
 - ❑ Turn off all fans. Make sure the fans are clean and clear of dust.
- ❑ Turn televisions off and conceal remotes, cables, and cords.
- ❑ Make all beds.
- ❑ Toilet lids should be down.
- ❑ Shower and Bath items should be placed under the sink and remove bathroom rugs. Clear all counters of electric toothbrushes/water pics, pill bottles, potpourri, sprays, etc.
- ❑ Remove pet food bowls and toys; conceal pets.
- ❑ Open doors between rooms to give an open feeling.

- ❑ Vehicles need to be parked away from the front, driveway, and any other exteriors.
- ❑ Landscaping should be done prior to arrival and garbage bins put away. Please blow off all sidewalks, driveways, weed planters, etc.
- ❑ Make sure all pool furniture is orderly, pool toys are put away, and the pool is clean.
- ❑ All decks, docks, and porches should be clean and uncluttered. All garden tools and hoses should be put away out of sight or nicely rolled on a holder.

YOU ONLY GET ONE CHANCE TO MAKE
A FIRST IMPRESSION

VIRTUAL STAGING



ITEM REMOVAL



DID YOU KNOW THAT ONLY 10% OF PEOPLE CAN
VISUALIZE A HOME'S POTENTIAL ?

YARD ENHANCEMENT



DUSKING



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OUR PROMISE

Our **PROMISE** means that we will deliver the best service you could ever imagine receiving. That everyone on our team will be focused and care about your needs as if you were our only client. That we will anticipate challenges and get ahead of it so we can stop any surprises. The Talley Group of Keller Williams is focused on making this a 5 star experience that exceeds all your expectations.

In return of our promise, we ask **two** things of you:

1. Between right now and closing day you will feel compelled to refer us to someone that needs assistance with real estate. This may be someone that needs to sell a house, refinance, buy a house or just has a general question about real estate. It is very important that when you have this person to refer us that you will get permission for us to call with their phone number so there is a 100% chance that we are able to reach out to help them.
2. We ask for you to fill out online reviews about your real estate experience after closing or anytime during this transaction. We make this very easy for you to do by emailing you all the details after we have earned the 5 star review. This is important because Travis and the rest of the team want to know how we did for you and also many people select their Realtors based on online reviews.



Advantage

Leverage the Power of Zillow to Amplify Your Listing Exposure

Why Zillow?

#1 Real Estate App: Zillow dominates the U.S. residential real estate app market.

- **62%** of daily active app users choose Zillow
- **3x** more daily active users than competitors.
- **214M** average monthly unique users.

(Source: Zillow Website)

The Showcase Advantage

Showcase Listings on Zillow outperform similar non-Showcase listings:

- 🔍 **81%** More Page Views
- ❤️ **80%** More Saves
- ➡️ **90%** More Shares
- ✍️ **10%** More Likely to Go Pending in 14 Days
- 💰 Sell for **2% More** (an additional \$9,000 on average at U.S. home sale prices).

(Source: ShowingTime+ Data)

OUR TEAM'S IMPACT

155% Higher Engagement on Showcase Listings.

67% of Showcase Listings received at least 1.5x Engagement.

Showcase Email Campaigns:

- Delivered to over **840** recipients per email.
- Over **440** opens per campaign.

Source: Internal Zillow Data (Feb 2024 - July 2024)

Maximize your home's visibility and value with Showcase Listings, powered by Zillow's unmatched reach and our proven marketing strategy.



Homes.com™

MARKETING ADVANTAGE

Your home is NOT just listed. It is positioned to PERFORM.

Strategic Positioning Where Buyers Search

Homes.com places your home at the top of search results with neighborhood insights, school data, and local market information.

Retargeting and email campaigns keep your home in front of buyers as they move closer to a decision.

Unmatched Buyer Reach

Homes.com has invested over one billion dollars to connect with today's homebuyers.

- 80+ Billion Impressions
- 90% of U.S. Households Reached
- National Exposure Across Media, Social, and Streaming Platforms

Your home remains visible until the right buyer is ready to act.



Maximum Exposure

Your home reaches active buyers where they are already searching.

- ✓ Millions of buyers
- ✓ Higher views and repeat exposure
- ✓ Serious, qualified interest
- ✓ Faster path to contract

No Competition Experience

- ✓ Priority placement in search
- ✓ No competing listings
- ✓ Direct connection to your agent
- ✓ Clean, ad-free presentation

Elevated Presentation

- ✓ 3D tours* and floor plans
- ✓ Clean, easy-to-read details
- ✓ Neighborhood overview video
- ✓ 24/7 digital open house
- AI-enhanced User Experience
 - Furniture removal
 - Intelligent search
 - Precise measurement tools
 - Available in 50 languages

*3D tours may not be available in all areas.

Real-Time Performance

- ✓ Views, saves, and shares
- ✓ Tour activity
- ✓ Buyer inquiries

You always know how your home is performing.