



Your Home, Marketed to Sell

The Listing Package

Prepared by **John Lee** · ABC Brokerage · hello@truewaylocal.com

Meet John Lee

13 years selling real estate – I started with no sphere and built a business from scratch to millions in sales. I also own a title company, so I understand your transaction from the first showing to the closing table better than almost anyone.

13 Years Licensed

Hundreds of families served across the market

Marketing-First

Your home gets seen by more of the right buyers

Title-Company Owner

Fewer closing surprises, smoother deals

Straight Talk

Constant communication, zero pressure

My job isn't to list your home. It's to sell it for the most money, in the least time, with the least stress.



Why Sellers Choose Me

Most agents put your home in the MLS and hope. I run a launch.

Full Marketing Campaign

Not just a yard sign – a complete, coordinated launch strategy

Professional Media

Photography and video that makes buyers stop scrolling

Data-Backed Pricing

Pricing strategy backed by real data – see your CMA

Expert Negotiator

A negotiator who protects your bottom line

One Point of Contact

Start to finish: me

Your Marketing Plan

Before We List

- Professional photography + twilight shots
- Cinematic video walkthrough + drone aerials
- 3D Matterport tour (buyers walk through 24/7)
- Custom single-property website
- Staging consultation

At Launch

- "Coming Soon" teaser to build demand *before* day one
- MLS + syndication to Zillow, Realtor.com, Redfin – 100+ sites
- Targeted social ads to buyers already shopping your area
- Email to my buyer and agent network
- Agent preview + weekend open house



Every step is designed to maximize exposure and create competitive demand from the moment your home hits the market.

Pre-Listing Prep Checklist

The homes that sell fastest for the most are the ones that show best. Your punch list:



- ☐ Declutter and depersonalize – pack away 30% of what's out
- ☐ Deep clean, including windows and grout
- ☐ Neutralize bold paint colors
- ☐ Fix the small stuff – leaky faucet, sticky door, dead bulbs
- ☐ Boost curb appeal – fresh mulch, trimmed hedges, new doormat
- ☐ Refresh or deep-clean worn flooring
- ☐ Stage the key rooms – living, kitchen, primary

I'll walk your home with you and tell you exactly what's worth doing – and what isn't.

Staging Tricks That Add Dollars

Small money, big return:



Light Everything

Buyers equate bright with clean and cared-for. Max out the bulbs, open every blind.



The \$100 Rule

A \$100 room refresh – paint, hardware, fresh linens – can return \$1,000+ in perceived value.



Depersonalize

Buyers need to picture *their* life here, not see yours. Photos come down.



Sell the Lifestyle

A set dining table, a styled coffee bar, fresh flowers – buyers buy a feeling.



First & Last Impressions

The front door and the primary suite close the deal. Make them perfect.

What Actually Happens — Start to Finish

You'll always know exactly where we are – no wondering.





The First 10 Days Decide Everything

Your listing will never be newer or more exciting to buyers than the week it launches. So I:

- **Build Demand Before Launch**
A "Coming Soon" campaign generates interest before day one
- **Launch Thursday**
So the listing peaks over the weekend when buyers are most active
- **Pack the First Weekend**
Concentrated showings create urgency and competitive energy
- **Push for Offers Early**
While your home is the "new" listing everyone's talking about

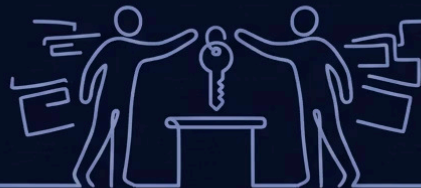
❑ A home that captures its first 10 days sells faster and for more. Full stop.

How I Get You Top Dollar

Price is only one lever. When offers come in, I negotiate the *whole* deal:



**TERMS NOT
JUST PRICE** (Close
date, contingencies,
rent-back, repairs)



**MULTIPLE-OFFER
STRATEGY**
Run competition in
seller's favor



**APPRAISAL-GAP
PROTECTION**
Hold strong price even
if appraisal is low



**NEVER SHOW
WEAKNESS**
Keep seller in control
of every signal

Terms, Not Just Price

Close date, contingencies, rent-back, repairs – every element of the offer matters.

Multiple-Offer Strategy

When there's competition, I know how to run it in your favor.

Appraisal-Gap Protection

How to hold a strong price even if it appraises low.

Never Show Weakness

Buyers' agents read every signal; I keep you in control.

Most agents "present the offer." I engineer the outcome.

From Contract to Keys

Once we're under contract, the deal has to clear four hurdles. I manage all of them:

1

Inspection

I handle repair negotiations so small findings don't blow up the deal

2

Appraisal

I arm the appraiser with the comps to defend your price

3

Financing

As a title-company owner, I spot problems early

4

Clear-to-Close + Walkthrough

Smooth handoff, and you get paid

📋 Deals fall apart in the details. Details are my job.



What You Can Expect From Me

Weekly Updates

A weekly update, every week, without you having to ask

Showing Feedback

Every showing's feedback, shared with you

Straight Answers

Even the ones that are hard to hear

One Person Accountable

The whole way: me

You will never wonder what's happening with your sale.

Seller Questions, Answered

Should I make repairs before listing?

Only the ones that pay you back. I'll tell you which.

What if it doesn't sell?

With right pricing and this plan, it will. If the market shifts, we adjust fast – together.

Do I have to leave for showings?

Ideally for an hour or two. Buyers relax and linger when the owner isn't home – and lingering buyers write offers.

How long until it sells?

In today's Decatur market, well-prepped homes in your band are averaging about **12 days to contract**.

A Few Extras I Bring

When you work with me, you get the whole team.



Vetted Vendor List

Stagers, painters, movers, contractors – trusted professionals ready to help



Moving + Closing Checklist

So nothing slips through the cracks from listing day to moving day



Seller's Net Sheet

Know your walk-away number *before* we list – no surprises



In-House Title Company

Cleaner, faster closings – I own the title company, so I control the process

Let's Get Your Home Sold

You've seen the plan. The next step is simple: let's walk your home, finalize your price, and launch.

"The market rewards the best-prepared, best-marketed, best-priced home. Let's make yours all three."

John Lee

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Email

hello@truewaylocal.com

