

# GABRIELLE'S GUIDE TO SELL YOUR HOME



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# ABOUT ME

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Listing with me ensures your listing experience will be full-service and stress-free. As your dedicated agent, I bring expertise, attention to detail, and a commitment to maximizing your property's value.

As your dedicated agent with an extensive background in digital marketing, I am able leverage Google ads, Facebook ads, social media marketing, and my brokerage's extensive network to maximize your property's exposure and value. Let's make your selling process easy.

Scan my QR code to review my website to learn more about me, review my reviews from previous clients, or check out my recently sold listings!



# WHAT VALUE DO I BRING?

01

## RELATIONSHIPS MATTER

With over four years of dedicated networking as a realtor, my extensive connections in the real estate industry are a formidable asset when selling your house. My wide-reaching network ensures access to a vast pool of potential buyers and strategic partners, maximizing exposure and guaranteeing a smooth, efficient sales process for you.

02

## MY CORE VALUES

My commitment to honesty and transparent communication, along with my unwavering focus on prioritizing your needs, are foundational principles at Hodge Homes. These core values ensure that when selling your house, you can trust in a straightforward approach and open dialogue every step of the way, ensuring your interests are always the top priority in the process.

03

## MY MARKETING EXPERIENCE & DEDICATION

Drawing from my extensive marketing experience and backed by a degree in digital marketing, I'm equipped with the expertise to leverage various platforms effectively. From targeted Facebook ads to strategic social media campaigns, I'm dedicated to employing every tool at my disposal to ensure your property receives maximum visibility and reaches the right audience, ultimately facilitating a swift and successful sale.

# RECENT TESTIMONIAL FROM MY SELLER

"Gabrielle represented my Mom as a seller who was having a hard time at first about me prompting her to think about selling the house and coming to the realization that it was the right choice for her.

My mom had to come to grips with I guess her independence, and also the fact she could not deal with the house on her own. The realization of this was hard being as she was always the strong one.

But the way that Gabrielle helped us through this was greatly appreciated. We were blessed when we met her. Thank you, Gabrielle, from the bottom's of our hearts. This has helped Mom greatly.

We were the ones blessed in meeting Gabrielle. The whole selling of the house was overwhelming at first but Gabrielle always made it easy to deal with. And she definitely made us more knowledgeable and that is what we needed, thank you again and again."

# ABOUT YOU



**Everyone has different goals and preferences around selling their home. What is going to make your life easier? How can I take stress off your plate?**

- What's driving your decision to move?
- What's your timeframe for selling your current home?
- What financial parameters are you working within?

Understanding your unique needs is paramount for us to tailor our approach accordingly. As your realtor, my aim is to assist you in achieving your objectives when it comes to selling your home.

# LET'S BOOK A WALK-THROUGH

In order to accurately price your home and give you recommendations, I have to see it first.



Simply scan this QR code to book an appointment directly on my calendar. Just find a date and time that works for you and I'll be there. Feel free to call, text, or email instead.

(513) 417-3709

ghodgehomes@gmail.com

# MARKET CONDITIONS & PRICING

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## Market Conditions

When considering selling your home, it's crucial to understand how market conditions can significantly influence the process. My value lies in providing you with the most up-to-date market information, empowering you to make informed decisions that align with your goals. By staying abreast of current trends and fluctuations, I ensure you have the knowledge needed to list your home strategically and achieve top value in any market environment.

## Pricing

One of my greatest strengths lies in accurately pricing homes. Through comprehensive market analysis and a keen understanding of local dynamics, I excel in determining the optimal listing price for your property. This precision ensures your home is competitively positioned, attracting qualified buyers and maximizing its potential for a timely and lucrative sale.



# PREPARING THE HOME

*Cleaning and prepping your home correctly can increase it's value by 3-5%.*



## Kitchen

- Clear off all counters
- Remove any additional appliances
- Tidy up the pantry and declutter expired food
- Take pictures/personal effects off the refrigerator



## Family Room

- Remove all pictures and personal accessories
- Declutter any unnecessary items/furniture
- Remove extra pillows and tidy remaining pillows
- clean carpets if necessary



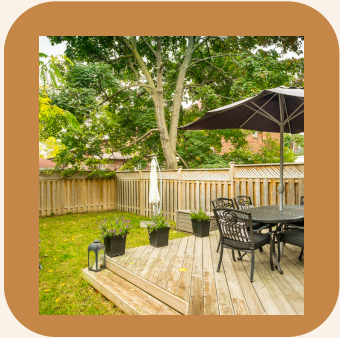
## Bathrooms

- Remove all products on counters
- Tidy up any open shelving
- Remove any towels and bath rugs that do not match the space



## Bedrooms

- Remove 30% of the items in your closet
- Replace bright bedding with neutral toned bedding
- Remove all personal items



## Backyard

- Store all toys or tools
- Mow lawn and trim bushes
- Rake any leaves



## Front Entry

- Sweep front porch and add a welcome mat
- Plant potted flowers



## Final Clean

- Prior to professional photos, I will hire a cleaning team to deep clean the entire home to prepare for showings.



# PAPERWORK TO EXPECT

## Exclusive Right to Sell Listing Contract

This is the written contract between the buyer and the listing brokerage as well as the agent. It is the document that secures that the listing agent is the only person that can sell this home within the specified time frame.

## Residential Property Disclosure Form

A real estate disclosure statement is a legally binding document in which the seller comes clean about any potential flaws and issues the buyer needs to know about.

## Lead-Based Paint Disclosure

A lead-based paint disclosure form is issued to all tenants and potential buyers for residential properties built before 1978 to outline the property's history of exposure to lead-based paint.

# PAPERWORK TO EXPECT

## Exclusive Seller Consumer Guide to Agency Relationships

The Consumer Guide to Agency Relationships is a document that is thoroughly discussed in both the Law and the Principles & Practices classes for real estate pre-licensing requirements.

## Agency Disclosure Statement

This document is a written explanation, to be signed by a prospective buyer or seller of real estate, explaining to the client the role that the broker plays in the transaction.

## Fair Housing

You will need signatures from the buyers on the Fair Housing form. The Fair Housing Act declares a national policy of fair housing throughout the United States. Any discrimination in the sale, lease, or rental of housing, or making housing otherwise unavailable is illegal.





## **MARKETING, PHOTOS, VIDEOS, AND ONLINE PRESENCE**

In today's market, the home buying process has evolved, heavily reliant on online platforms. That's why we invest in top-tier photographers to showcase your property, ensuring it stands out on multiple listing services and other online platforms for maximum exposure. Plus, by featuring your listing across my social media channels, we tap into the vast reach of social platforms, transforming how potential buyers engage with your home.



## MLS CAPTION & PRINT MEDIA

***I want to know why YOU love your home!*** When crafting the MLS listing description, I find it invaluable to gather insights from sellers through my property features sheet. This not only helps me create compelling listing descriptions by combining home stats with your personal insights but also adds emotional depth for potential buyers.

Beyond online efforts, I extend marketing to create customized flyers, reaching both local and out-of-state buyers to maximize exposure. More interest means better negotiation leverage, and I ensure all the home's upgrades and features are highlighted in a welcoming presentation for potential buyers.

# SHOWINGS & OPEN HOUSES

Your home's security is my priority, ensured through the use of a lockbox accessible only to licensed realtors, inspectors, and appraisers. You'll have control over showings, with the ability to approve or deny requests online. Additionally, my online app and e-lockbox track access, providing transparency on who enters and exits.

Open houses offer an excellent opportunity to showcase your home's unique features and charm to potential buyers in person. Following the launch of your property, we'll arrange an open house to gather feedback from visitors, enabling us to gauge interest and follow up promptly.



# OFFERS & PROFIT MARGINS

When presenting an offer to my listing clients, I approach it with meticulous attention to detail, running the numbers to provide clear insight into potential profit scenarios. I believe in transparent communication and strategic planning, ensuring you're fully informed and equipped to make confident decisions about your home sale. Let's collaborate on crafting a plan tailored to your goals, maximizing the outcome of this important transaction.







## INSPECTIONS

Once the buyer is under contract, they'll conduct an inspection, presenting a repair request form and reports. They may request repairs or a credit towards closing costs. These requests must be addressed and re-inspected before closing, with inspection costs borne by the buyer. Our purchase agreement includes a 7-14 day inspection contingency period, during which the buyer can cancel the contract and receive their earnest money deposit back, typically within the first 10-14 days of going under contract.

## APPRAISAL

As your realtor, I'll handle the appraisal process seamlessly. This involves scheduling the appointment with the appraiser at a convenient time, providing them with any necessary paperwork or comparable sales data (comps) to support your home's value, and addressing any questions or concerns they may have about the property. My goal is to ensure the appraisal accurately reflects the value of your home, ultimately facilitating a smooth and successful sale.



# LET'S DO THIS



My business thrives on a foundation of compassion, dedication, communication, and trust, where I tailor my approach to meet each client's unique needs. With an intimate knowledge of the market, I guide my buyers and sellers through every step of the process with expert coaching and support.

When you choose to work with me, you're not just aligning with a top-tier real estate agent; you're partnering with a seasoned marketing professional. I've invested in comprehensive courses, undergone rigorous coaching, and acquired the highest level of education to ensure your home receives unparalleled exposure, reaching hundreds of thousands of potential buyers.



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