



Buckalew Realty Group

Preparing For a  
Successful Home Sale





Welcome,

We realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present our proven approach as well as the results we've helped our clients achieve.

As your agent, there are several services we will provide, including;

- Helping you determine what steps are necessary to get your home ready to sell.
- Accurately pricing your home.
- Enhancing the perceived - and real - value of your home so that you sell for the highest possible price.
- Providing unmatched marketing and guidance so your home stands out from the competition.

Regardless of the price of your home, when you hire us as your Realtor, both you - and your home - will be prepared for a successful sale.

Warm regards,

Erin & Kevin Buckalew  
Grindle & Cole Real Estate Services

# Meet The Buckalew's



Erin grew up in Jacksonville, Florida and attended Mercer University where she graduated Magna Cum Laude with a degree in Communications.

Volunteer service has always been a part of her DNA and while studying at Mercer, Erin helped establish the University's first chapter of Habitat for Humanity, which has continued to thrive and currently constructs 16+ affordable homes annually for Macon-Bibb County families.

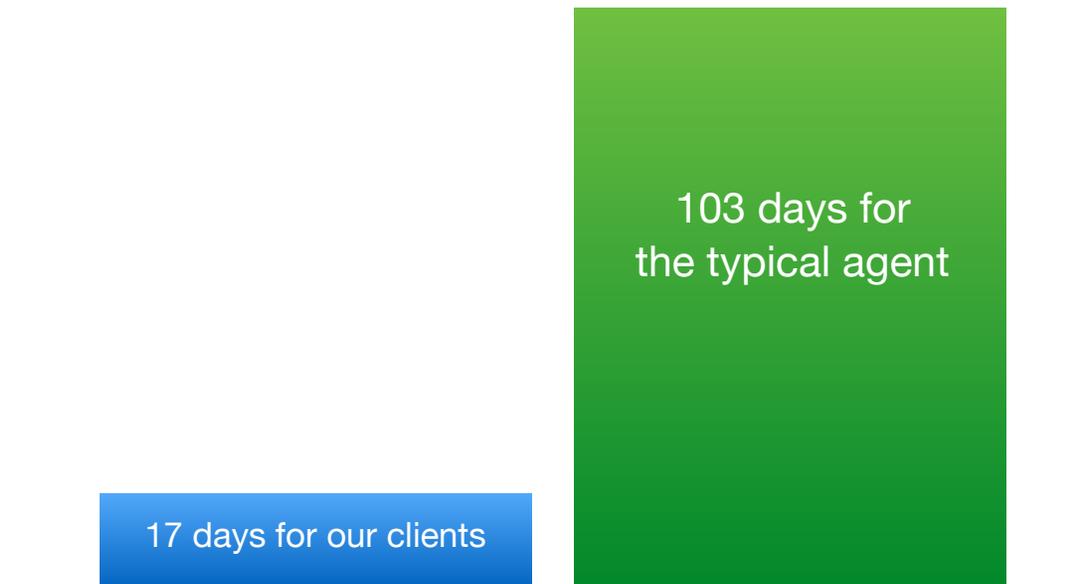
Erin began her career as a sales representative with ADT Security Systems. As one of ADT's top producers (top 3% nationally), Erin understood the importance of quality time spent with clients listening to their needs and concerns.

Wary from moving with ADT to multiple U.S. cities, Erin, her husband and real estate partner Kevin, daughter Meredith and son Hayden decided to lay down their roots in Flowery Branch.

Passionate about real estate, Erin seamlessly transferred her creativity, negotiation and problem solving skills to become a real estate agent and has quickly built a track record of delivering superior results for her clients.

# The Buckalew's Track Record of Success

Our clients homes sell 85% faster than with the typical agent in this area.



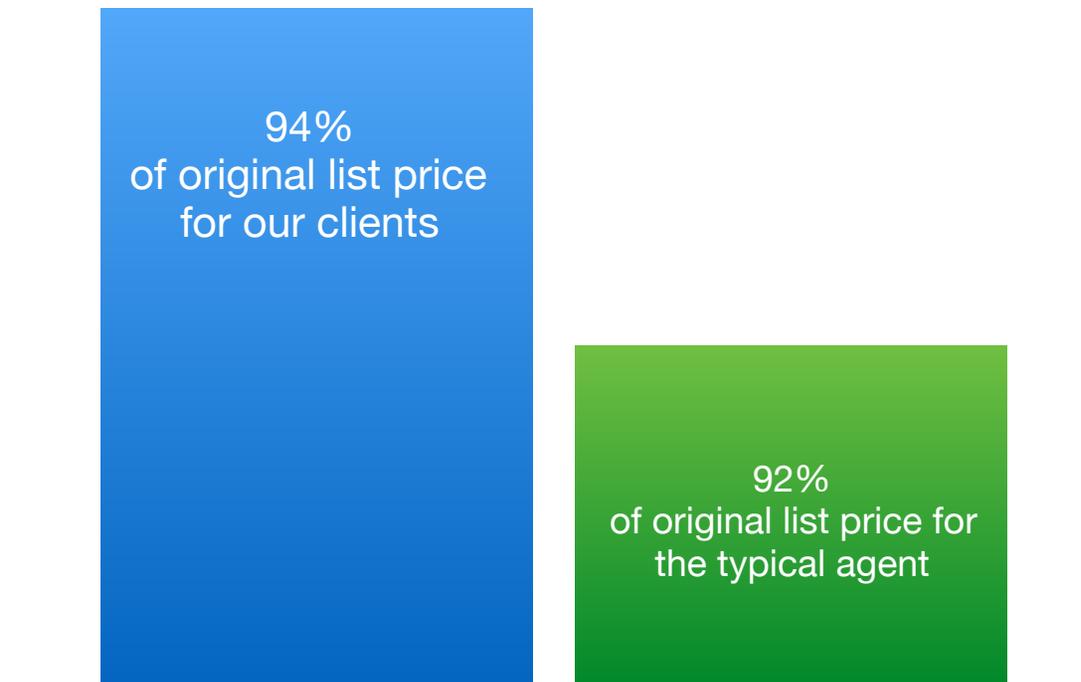
# The Buckalew's Track Record of Success

100% of our clients homes sell successfully in the first listing period.  
You achieve a faster sale - and avoid multiple listing periods.



# The Buckalew's Track Record of Success

Our clients achieve a higher sales price for their homes compared to the typical agent. For a \$400,000 home, this means an additional \$8,000 in your pocket.



# Testimonials

“Getting the pre-listing appraisal Erin recommended gave us confidence in the value of our home. It gave us a real number that we should expect for our home. Actually, it appraised for more than I thought it would!”

*Chad & Elise McConnell - Buford*

“I wasn’t sure what to do with my mother’s home after she passed away. I called Erin and she knew exactly what to do. She sold the home in one day for thousands more than I was expecting. I couldn’t have done it without her!”

*Phillip Spence - Oakwood*

“We had already moved out of state and listed our home with Coldwell Banker for six months. After that listing expired, I wanted a Realtor I could trust. Erin helped us see the potential for our home and was able to ask a higher price than the previous agent had it listed for. Erin thinks out of the box and markets hard. She accomplished for us what other agents could not. We’ve sold several homes and never had the level of service Erin provides.”

*Judy & Ed Gufstason - Flowery Branch*

“I got a job transfer and after interviewing several agents I chose to work with Erin. She’s professional, happy to answer my questions and is always available.”

*Teri Crowe - Cumming*

“Erin was great to work with. She worked around our schedule very well and was always there when she said she’d be. She made the entire process very smooth and quick.”

*Maricela Aguilar - Braselton*

“Erin was great. She did exactly what she said she would at every turn. Follow up and communication was great and she was very attentive to our needs. I would highly recommend her in buying or selling a home!”

*Dennis Quattlebaum - Flowery Branch*

# Testimonials

“We were selling our home of 20 years and were concerned about selling our home and finding the right next home. Erin made the entire process go very smoothly. She guided us to setting an accurate price for our home, getting it ready to sell and helped us find the right home to purchase. Our home sold very quickly and for a higher price than we would have thought was possible.”

*Bill & Donna Smith, Flowery Branch*

“I had lived in my home for 32 years and wanted to sell so I could be closer to my grandchildren. I was concerned that I could get the price I wanted within my timeframe, but Erin made it very easy and stress free. I was really happy with the price I got as I think it set a new neighborhood record.”

*David Cirincione - Oakwood*

“We had lived in our home for 17 years and were a little overwhelmed about where to begin the process of selling it. Erin gave us pointers on what needed to be done to market our home. She connected us with great contractors and helped us set the right price. She keeps you updated constantly and was able to sell our home quickly and for an excellent price.”

*Mark & Neil Westerbeck - Gainesville*



# How Homes Sell

## Understanding how buyers evaluate homes

The marketing we will do to promote your home has only one purpose; to increase awareness among potential buyers leading to in-person showings.

Once the buyer arrives at your door, the job of marketing is over.

At this point, approximately 80% of the buyer's criteria has been met.

They know the neighborhood, the architectural style of your home, the number of bedrooms and baths and all of the features your home offers.

What they are looking for now is validation.

Could this be the right home for me?

To stand out from the competition, your home must compete effectively on the balance of price and condition.

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

# Price

## Pricing your home for a successful sale

### Factors that Influence Market Value

- Supply and Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- Buyer's Perception of Your Home

### Factors with Little or No Influence on Market Value

- The Price the Seller Paid for The House
- The Seller's Expected Net Proceeds
- The Amount Spent on Improvements

Pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Here's why; When you overprice your home, the marketing may draw potential buyers to come look, yet those buyers will also look at other homes in your area. If those homes appear to be a better value, all you have done is help to sell the competition.

Many sellers are tempted to list their home with the agent who quotes the highest price.

Please keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will set the price, or value, for your home.

# Price

## Professional Appraisals

“Getting the pre-listing appraisal Erin recommended gave us confidence in the value of our home. It gave us a real number that we should expect for our home. Actually, it appraised for more than I thought it would!”

*Chad & Elise McConnell - Buford*

The most effective method of pricing your home is to have a professional appraisal. When you list - and close - your home with us, we'll pay for a pre-listing appraisal by Georgia's most respected appraisal firm.

Benefits of having a professional appraisal;

- You received an unbiased, third-party opinion of the market value of your home by a trained professional.
- You are positioned to quickly recognize and respond to a market offer.
- You avoid the common practice of a real estate agent “buying your listings” by suggesting a higher price than can be achieved. Because the agent would be reluctant to suggest a price reduction early in the marketing process, you lose valuable time during those critical first several weeks on the market.

# Condition

## Preparing your home for a successful sale

**In a Maritz Research poll, 63% of buyers responded that they would pay more for a house that is move-in ready.**

With the typical agent, you only discover potential deal-killing repairs *after* you are already under contract - when the buyer hires a home inspector to scrutinize every aspect of your home.

When you list - and close - your home with us, we'll pay for a pre-listing inspection by one of North Georgia's most experienced, and respected, home inspectors.

Discovering and repairing problems early in the marketing process places *you* in control, eliminating the stress of making repairs on the buyer's schedule.

Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's inspector that your house has been very well maintained.

We want buyers to focus on how they would live in your home - not what they would have to repair.

Additionally, your home will stand out from the competition as a better value and command a higher price.

We can also recommend trustworthy, professional contractors to address any repairs that are needed.



# Condition

## Home Staging

Once we have had your home inspected and made the necessary repairs we will focus on presentation. You will get only one chance to make a positive first impression with potential buyers. Well staged homes look better, photograph better and sell faster than non-staged homes.

We will help you identify exactly what should be done to get your home ready to sell and provide you with a written checklist that you can follow to stage your home.

Home staging is not decorating. Decorating appeals to the person living in the house. Staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers envision living in the home.

**An AOL Money & Finance poll revealed that 87% of respondents said home presentation makes the difference in most sales.**

Also, while many agents overlook the presentation of your home and push for price reductions, the problems, whether received or real, still exist.

# Condition

## Home Warranty



When your home is listed with us, it will be covered by a nationally-recognized home warranty from America's Preferred Home Warranty.

The warranty covers repairs up to \$1,000 while it is listed for sale. You simply cover a small deductible.\*

We will pay to have the warranty transferred to your buyer, increasing their confidence that your home is a smart investment.

Your home is also covered by ListSecure which protects you for two years after the closing of your sale in the event of legal disputes, including title issues, boundary disputes or other issues where an attorney is required.

\*For complete details on these programs, please request a copy of the terms and conditions.



# Marketing

## Marketing your home for a successful sale

Your home is now priced accurately and looks great.

Let's show it off!

The marketing of your home will reflect an established history of how buyers search for, and purchase, homes.

- 95% of buyers use the Internet to search for homes.
- 85% of all home sales in North Georgia are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors is the most productive way to sell your home.
- The most effective way to get the attention of active agents, and their buyer clients, is through accurate pricing and great photos of your home.



# Marketing

## Professional photography

After your home is staged, we will pay to have your home photographed by a professional architectural photographer.

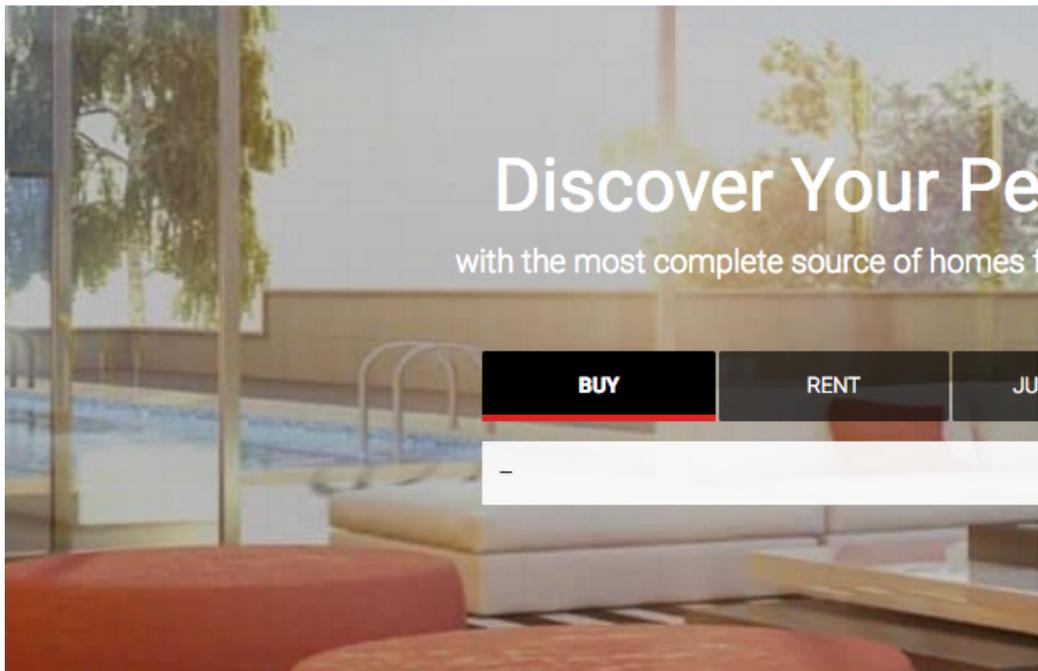
With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it in person. Getting, and holding, their attention online with professional photography is one way to increase the likelihood of an in-person showing.

**“Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.”**

*The Wall Street Journal*

Be Ready to Buy - Get Pre-Approved by a Lender



Atlanta, GA

View All 1,404 New Listings



**\$1,150,000**

3041 Loridan Way SE, Atlanta  
5 bd / 4 ba / 4,587 sq ft



**\$609,000**

1363 W Nancy Creek Dr NE, Brookhaven  
5 bd / 5 ba / 4,000 sq ft



**\$249,000**

280 Alleg...  
4 bd / 4...

**7,497**

Homes For Sale

**62**

Open Houses

**9,456**

Recently Sold

# Marketing

## Internet marketing

Your home will be prominently featured with a Showcase listing on Realtor.com, the top real estate web site in the nation.

Features of your Showcase listing include;

- Up to 25 oversized color photos
- Detailed descriptions of your home
- Interactive maps
- Open house notices
- Lead generation forms for potential buyers to request information and showings.
- Premium placement on the Realtor.com website.



# Marketing

## Internet marketing

Your home will be shown on hundreds of the nation's leading real estate websites for unmatched exposure.

Here are just a few of the sites where your home will be found. . .

3470 WESTHAMPTON WAY #18,  
GAINESVILLE, GA 30506

< Return To Results

Schedule Showing

Request Info

Save To Favorites

3470 WESTHAMPTON WAY #18  
GAINESVILLE, GA 30506

\$600,000 (NEW)

Beds: 5 Baths: 3 | 1 Sq. Ft.: N/A Type: Single Family Home



Listing #8144711

Quick Search

Location

Property Type

Min. Price Max. Price  
 No min  No max

Beds Baths

Search

Address Search

House Number

Street

City

# Marketing

## Internet marketing

Your home will be featured on our Grindle & Cole website where it can be seen by hundreds of daily visitors.

Additionally, all open houses are promoted on our website, increasing the exposure of your home.

Your home is also displayed on our personal website, ErinBuckalew.com and is promoted using the latest SEO tactics to get your home found on the Internet.

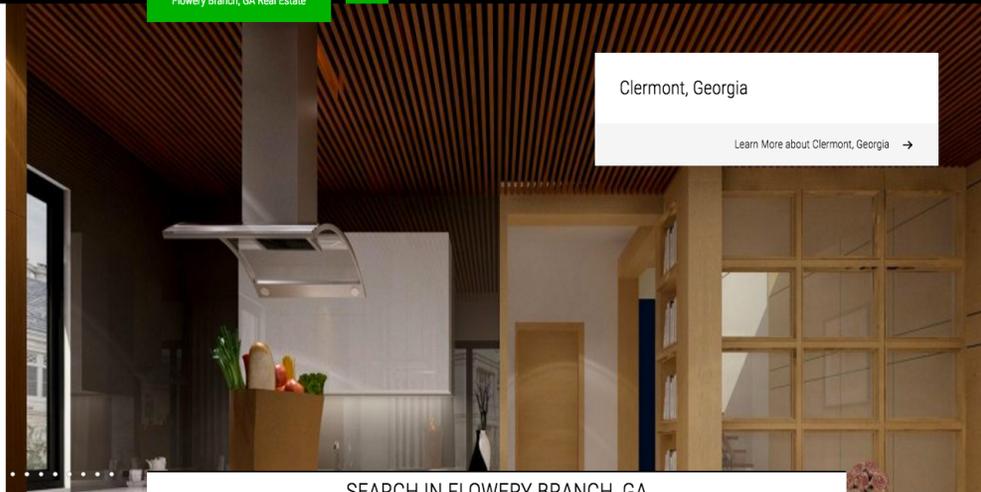
We use Facebook retargeting to track online visitors to your listing and show them ads on Facebook to encourage them to schedule an appointment.

Only a few agents in Georgia are using this advanced level of marketing to promote your home to potential buyers.

Facebook "Erin Buckalew Works for You"

**ERIN BUCKALEW**  
Flowerly Branch, GA Real Estate

Home Property Search Featured Listings Buyers & Sellers Reviews Recommendations About Me



Clermont, Georgia

Learn More about Clermont, Georgia →

SEARCH IN FLOWERY BRANCH, GA

Location

Min. Price Max. Price  
 No min  No max

Beds Baths

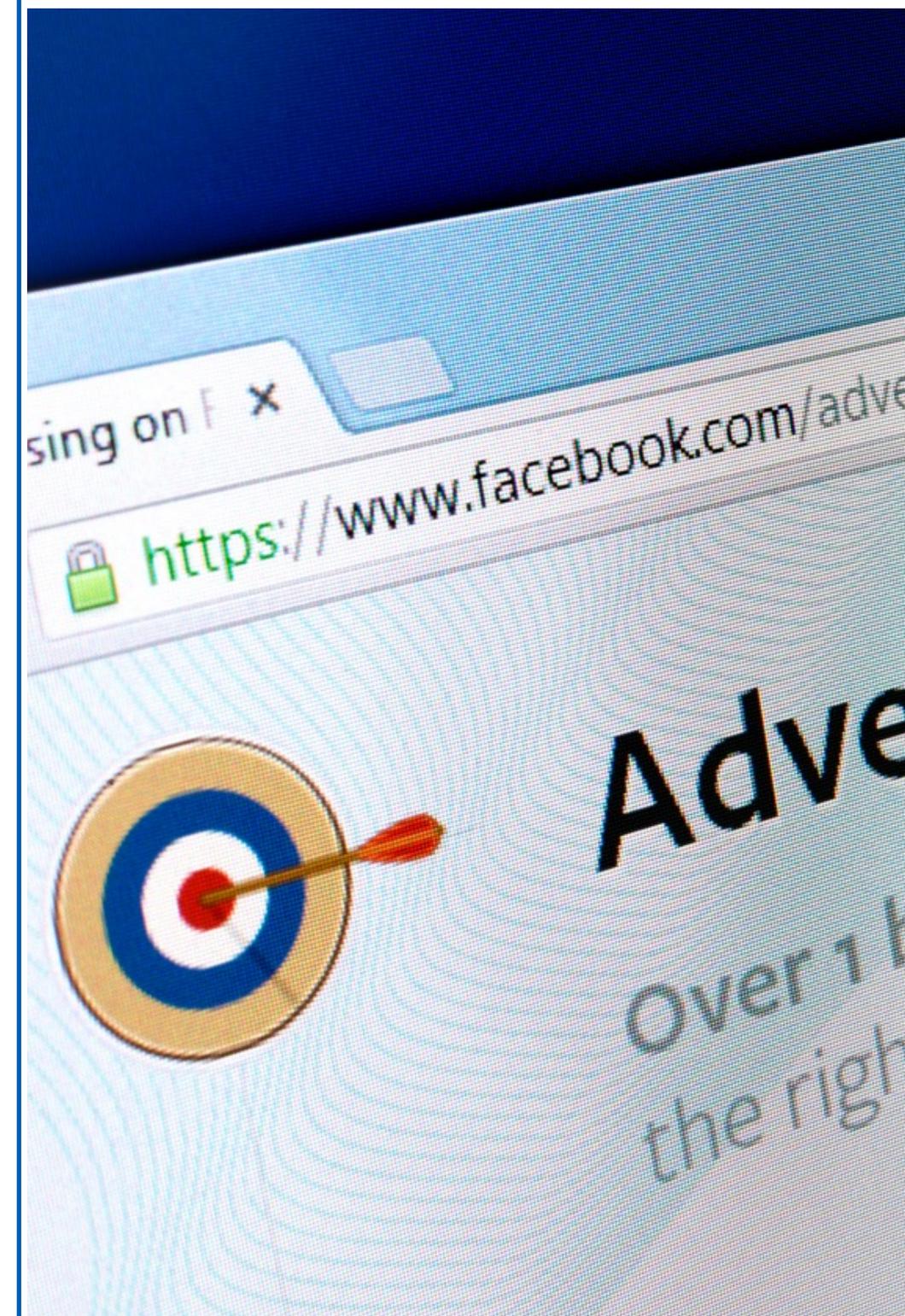
Search

# Marketing

## Social media marketing

Your home will be marketed extensively on Facebook through targeted ads to potential buyers. We use sophisticated tracking to re-target people who look at your home on our website and show them ads on Facebook.

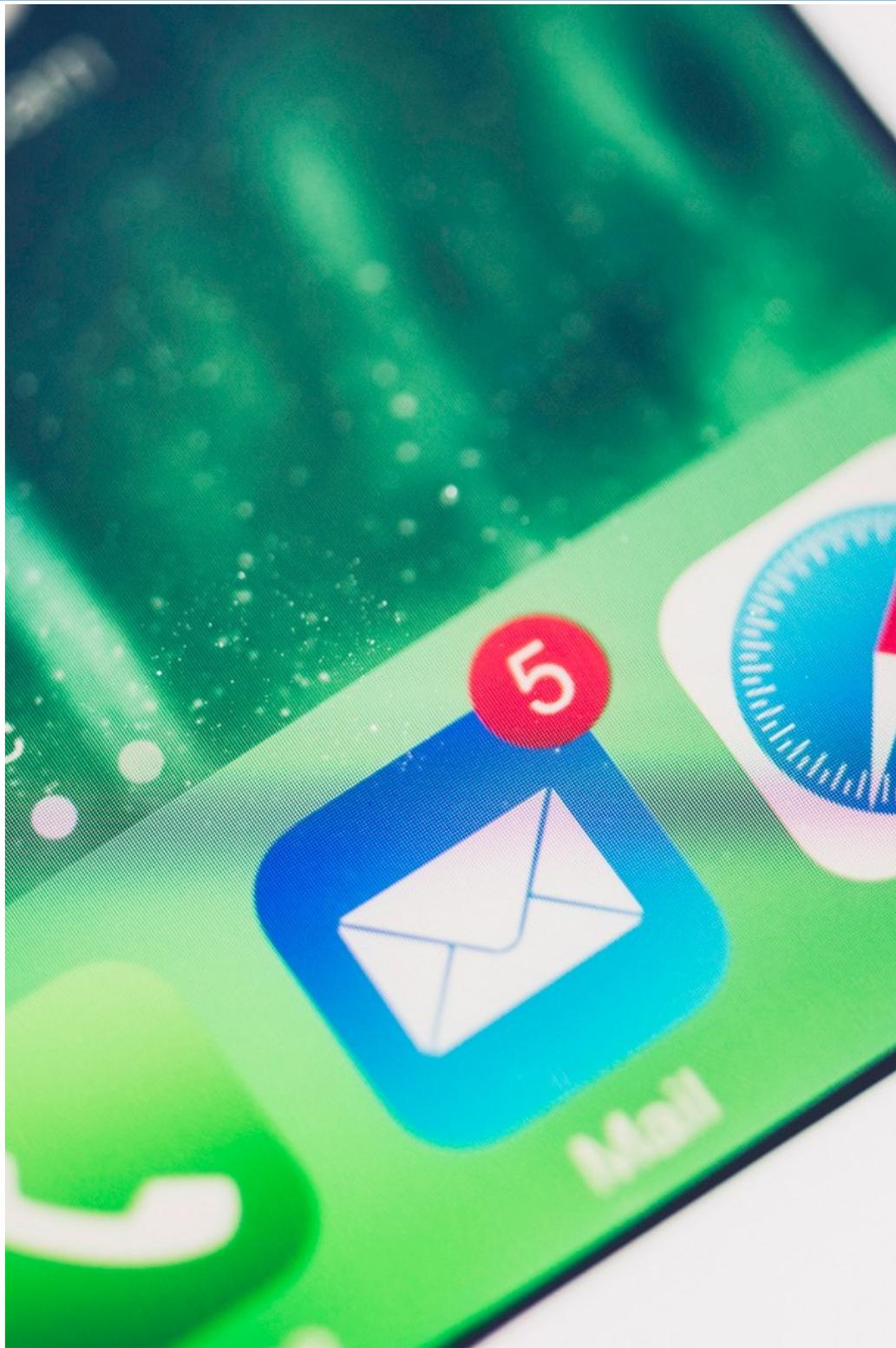
With Facebook lead ads, we can identify any interested buyers and communicate with them via phone or email to qualify their interest and schedule showings.



# Marketing

## Email marketing

Your home will be promoted through the extensive use of email marketing. We will target hundreds of active real estate agents as well as potential buyers to increase the awareness of your home and drive showings.





# Marketing

## Open Houses & Agent Events

We will schedule a series of open houses, both for the public as well as the real estate agent community. These events will be promoted extensively through;

- Grindle & Cole signage
- The First Multiple Listing Service (FMLS) and Georgia Multiple Listing Service (GAMLS)
- Facebook
- Email
- Networking with the real estate agent community

After the events, we will gather feedback to identify both potential leads for buyers and opportunities for us to position your property to its maximum advantage.

Additionally, our daily prospecting for buyers means that we are actively looking for a buyer for your home at every opportunity.



# Service

## What else you can expect from us

In addition to the services we've covered, you can expect us to provide the following;

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off to other agents or assistants.
- Weekly updates regarding every aspect of my efforts and the results of those efforts as well as any changes in the market, including new listings, price changes of competing homes, sales and how we should reposition your home to remain competitive.
- Assistance negotiating offers and preparing contracts.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.
- A cancel anytime policy. If you do not believe we are delivering the service we promised, please let us know. If we cannot correct the situation to your satisfaction, you may cancel the listing at any time by providing written notice.

# Thank you.

Thank you for the privilege and opportunity to work with you. As always, feel free to call us if you have any questions. We look forward to meeting with you and helping you achieve a successful sale.

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Grindle & Cole Real Estate Services  
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