

DORSEY ALSTON

REALTORS®



Pre-Listing Information

PREPARED BY BRITTON MCLEOD

“

The ache for home lives
in all of us, the safe place
where we can go as we are
and not be questioned.

—Maya Angelou



The Company

Founded in 1947 by prominent Atlantans Roy Dorsey and Robert Alston, Dorsey Alston, Realtors® has a distinguished legacy of real estate service. For more than 70 years, generations of clients have trusted Dorsey Alston to represent them with integrity, discretion and professionalism. Working with fine properties in Atlanta, Alpharetta, Ansley Park, Brookhaven, Brookwood Hills, Buckhead, Decatur, Dunwoody, East Cobb, Marietta, Morningside, Roswell, Sandy Springs, Vinings and Virginia Highland our commitment to providing the highest quality of client service and market knowledge is legendary.

The Atlanta real estate market is competitive and complex. School districts, city and county taxes, neighborhood trends and location are all factors in making successful real estate decisions. In guiding buyers and sellers, there is no substitute for experience. Dorsey Alston associates are among the most experienced and accomplished people in Atlanta real estate. On average, our agents have more than 14 years of experience. Dorsey Alston agents have access to all of the tools necessary to help our buyers and sellers understand the complexities of the Atlanta real estate marketplace and beyond.

While we are proud of being locally owned and managed, Dorsey Alston has expanded its reach far beyond Atlanta and our region. Our affiliations with Leading Real Estate Companies of the World and Luxury Portfolio give us a global presence which includes a partnership with 1,641 outstanding luxury real estate firms with more than 120,000 sales associates throughout the United States and 67 other countries.

Our associates are committed to their clients, providing knowledge as both real estate professionals and as actively involved members of the Atlanta community. Many Atlanta charities, public and private schools and virtually all local arts organizations benefit from hands-on involvement of Dorsey Alston associates.

Our Values

When Dorsey Alston was founded in 1947, what was most important to Roy Dorsey was the reputation of the company and the reputation of its employees. That thought permeates the company even to this day. Michael Rogers, President of Dorsey Alston, feels that **excellent service**, starting at the top begins a cycle of positivity. Staff and agents that are supported and treated with respect pay it forward to their clients. Satisfied clients become loyal clients and in turn help to grow the business. Below describes who we are, how we treat each other, and ultimately, how we do business.

We will not sacrifice REPUTATION for GROWTH.

We will not sacrifice QUALITY for QUANTITY.

We do the RIGHT THING.

We do it to the BEST OF OUR ABILITY.

We show people WE CARE.

We are FAMILY and protective of our CULTURE.

We have UNWAVERING INTEGRITY.

We SUPPORT one another.

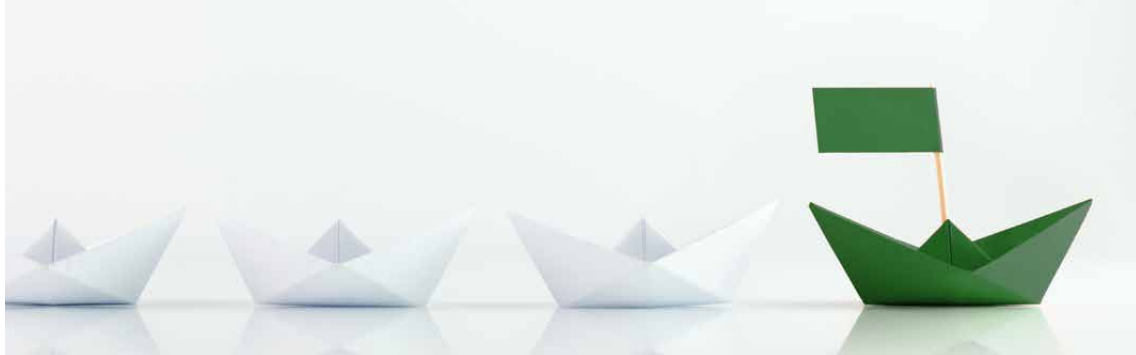
We PAY IT FORWARD.

We have FUN.



Why Green?

The color green is an integral component of Dorsey Alston for many reasons. Most importantly, green is the color of nature, and nature uses the most efficient way to solve problems. A river uses the path of least resistance on its journey towards the ocean; likewise, Dorsey Alston is known for its lack of red tape and bureaucracy. Agents are grateful for the ease of the real estate process. Green is also the color of life and rebirth. All new things start with green. Think of a young sapling or the beginning of fresh basil, mint, and parsley—all green. The same holds true with real estate. People buy homes at the beginning of a new chapter in life such as a new marriage or the beginning of a family. Maybe a couple is looking to downsize as they become empty nesters. All in all, green represents a new start. Finally, green was the color of choice by our founding fathers for our currency. Green ink was chosen because it was readily available and resistant to fading. It was stable, like the country, its people and their currency ... and the leadership at Dorsey Alston. In addition, they are readily available to answer questions and support their agents in the most genuine fashion.



About Britton

Britton is a native of Atlanta. She grew up in the Buckhead and Historic Brookhaven areas. She attended The Lovett School and Woodward Academy and earned a B.A. from The University of Mississippi “Ole Miss” in 1998. After leaving corporate sales, she began her real estate career in her father’s commercial real estate business. This experience gave her a tremendous amount of knowledge once she transitioned into residential real estate, where she has become a top producer.

Britton currently lives in Chastain Park with her husband and three children. They have attended Jackson & Sarah Smith Elementary schools where she was involved with the PTA as a committee chair and PTA Sponsor. In addition she is extremely supportive of the Chastain/North Buckhead community with their participation in NYO, Chastain Park Conservancy and Chastain Friends for CHOA. As this community evolves, so does she by staying up-to-date on all of the positive progress and real estate opportunities in Atlanta, as well as opportunities to make this one of the best communities in Atlanta.

PROFESSIONAL DEVELOPMENT

- Certified Commercial Investment Member Candidate
- Urban Land Institute Certificate Education Program

MEMBERSHIPS

- National Association of Realtors®
- The Atlanta Board of Realtors®, Multi-Million Dollar Sales Club
- Peachtree Presbyterian Church
- CCIM Candidate
- ULI Young Leaders
- Capital City Club

COMMUNITY INVOLVEMENT

- Jackson and Sarah Smith PTA
- NYO
- Chastain Park Conservancy
- Chastain Friends for CHOA
- Peachtree Presbyterian Church
- Hospice Atlanta Volunteer and Patron
- Sunshine House Volunteer

📞 404.352.2010 📠 404.518.5830 brittonmcleod@dorseyalston.com



Testimonials

“**Working with Britton was a great experience!** I did not realize the emotional roller coaster ride that comes with selling a house with 2 small children. However, throughout the entire process, Britton walked us through the whole process. She was always available with **great wisdom/insights** and advocated for us during negotiations. We felt fortunate to have someone who will always be there to answer all our questions even after the transaction is done!”

– Meg & Kevin Sessions

“**Britton was an invaluable resource** to our family when we moved to Atlanta from Austin, TX. First, by helping us find an ideal rental in Chastain Park with a great public school and convenient commute to work. And then by helping us find the perfect house to renovate and become our new home. Britton is **responsive, knowledgeable** and **fun** to work with which is why we’d recommend her to any person looking to buy in the Chastain Park area.”

– Brendan & Kathryn Pribish

“**She always went over and above what most realtors would do for a client.** Since we had already moved out of town and our house was still under construction, it wasn’t the typical selling scenario. Not only was she our eyes and ears on the ground through the building process, she arranged for our completed home to host a catalog shoot. Because of her contacts, we were able to off set our mortgage payments for a few months! Britton did a great job negotiating for us once we got a contract and made it as seamless as possible through the inspection process. And most importantly she really cares about her clients. **You can tell in how she invests so much time in providing the best service during and after the transaction.**”

– Elizabeth & Drew Johnson

“Britton would be an asset to anyone wanting to sell their home. She was always accessible and a great advisor through the whole process. Britton’s knowledge, experience and network of vendors helped us address our inspection items immediately. **She truly cares about her clients.**”

– Carrie & Matt Lovein

“**Congratulations to the Best Agent in Atlanta!** I speak from experience. I’ve bought and sold 3 houses with Britton who’s extremely talented and works hard for her clients!! 404-919-3850 if you ever want to ask me what makes her great! Call me:) ”

– Drew Gregory



Testimonials *continued*

“We are so happy that a friend referred Britton to us to sell our house! **It could not have gone any better!** From the get go she helped us decide what we needed to do to the house to prep it sell, and had plenty of contacts to help us with the work. She immediately set up caravans, multiple open houses, and sent out mailings which brought a lot of traffic to our house, which was on a busy road in Buckhead, so not necessarily the most desirable location. After each showing and open house, she did a great job of following up with both us and the prospective buyers for feedback. She is well connected in the real estate industry in Atlanta and is very knowledgeable about the market. We had just had a baby the first time we listed, so we ended up taking it off the market for a little while until things settled down personally for us. When we put it back on in January, we got a great offer the 2nd day it was listed and ended up under contract and closing. We are so excited to begin the process with Britton for finding our next house in Atlanta! I highly recommend using Britton for all of your real estate needs! **She is a go-getter, a great negotiator, a true professional, and someone that will go above and beyond for her clients, even after the deal is done. I am thrilled to not only have sold our house, but have also gained a friend in Britton as well!!**”

– Johannah & Rhett Lambert

“I had the pleasure of meeting Britton through another one of her clients who is a good friend of mine. I was in love with my friend’s house and impressed by her realtor which was Britton, which is why I wanted Britton to be my realtor. **I also feel more confident with a realtor who has been in the business long enough to have the much-needed connections to get a quick closing process executed.** I could not be happier with the results. I was working full time and in graduate school so I was a bit hard to get a hold of when looking at houses. Britton was very patient with me over 2 years and was not overly pushy and gave me just the amount of needed space and knew when it was time to step up. I was up and down of wanting to buy and finally got serious the last 3 months and found my dream home that Britton scooped up before pictures of the house were even on the market. Britton quickly grasped a good idea of what we wanted and were looking for and found exactly that. I still haven’t seen a house come up as good since we bought our house. Another aspect I really appreciated and liked about Britton is her closing capabilities. **Her advice was impeccable and saved me a good bit of money by acting fast and closely avoiding a bidding war.** I loved going in with the clean offer that she suggested and then getting a lot of things we wanted at the end. She also is extremely helpful after the buying/closing process by providing people to help make any repairs on the house or anything you may desire. Britton is a stellar agent and comes highly recommended!”

– Caroline Moorehouse



Testimonials *continued*

“Britton has been our agent for several real estate transactions over the past 10 years. Most recently, Britton represented us in purchasing a new home and then led us through the process of selling our previous home.

On the purchase, **Britton listened carefully to our thoughts while drawing on her expertise to guide us toward excellent terms for the deal.** She kept an open line of communication with the seller’s agent all the way through closing to make sure our concerns and expectations were addressed.

On the sale of our previous home, she was extremely thorough. She coordinated an agent’s evaluation during which approximately six real estate professionals who worked in the neighborhood provided an assessment of market value as well as suggested property improvements that could increase our potential listing price. She also scheduled several pre-listing showings for potential buyers which provided additional feedback. Based on what we learned, we followed Britton’s recommendations in making improvements that would add the most value. We then set an aggressive but reasonable list price. We received a full offer within 48 hours of listing. Once again, **she maintained close communication with the buyer’s agent to make sure that we had a smooth process all the way through closing.**

– Charles & Shannon Gardner

Owner/President

Since returning to Atlanta in 2008 as President and CEO of Dorsey Alston, Michael Rogers has been an integral part of the growth and success of Dorsey Alston. As President and owner of the firm, Michael is involved with the day to day operations of the office as well as spending time with agents.



Michael is the second-generation Rogers and third Atlanta native to own and run Dorsey Alston, Realtors. He became chairman of Dorsey Alston in 2000, while serving as the president of BMW of Macon and as the lead developer of Manhead Marina in Brunswick, Ga. In 2008, Michael returned to Atlanta to join Dorsey Alston full-time as the company's president and CEO. He holds a broker's license with the Georgia Real Estate Commission and is a member of the Atlanta Board of Realtors. He also serves on the board of directors of the Buckhead Coalition, the Atlanta History Center and is a member of the Southern 7 Chapter of the Young Presidents' Organization (YPO).

Raised in Atlanta, Rogers graduated from The Westminster Schools before receiving his bachelor's degree with honors in economics from the University of Virginia and his MBA from the Stanford Graduate School of Business.

Managing Brokers

Your three Broker/Managers have more than 50 combined years of experience in helping agents build their business. Rip, Patrick and Carson work interchangeably with each broker being available to answer all agents' questions. They provide guidance with contract construction and interpretation, ethics, strategy, coaching, training, and general office issues. Please direct all questions in these areas to any broker at any time.



Rip Sartain

SR. VICE PRESIDENT & MANAGING BROKER

Rip has served the Atlanta residential real estate community as a broker and lending specialist for over 35 years. Using his knowledge of real estate finance, Rip has worked as an instructor at The S&L Institute and Atlanta Area Technical School. A life-long Atlanta resident, Rip attended E. Rivers Elementary and graduated from The Lovett School. He received his bachelor's degree from the University of Georgia and his law degree from Atlanta Law School.



Patrick Wood

SR. VICE PRESIDENT, BROKER & RELOCATION DIRECTOR

Patrick has been a member of the Atlanta real estate community since 2006. He previously managed construction projects for R.J. Wood and Company. Prior to becoming a broker, Patrick was an agent with Dorsey Alston and a Lifetime Member of the Atlanta Board of Realtors Multi-Million Dollar Sales Club. Patrick attended Hampden-Sydney College and holds a bachelor's degree from Mercer University.



Carson Matthews


SR. VICE PRESIDENT & MANAGING BROKER

Carson joined Dorsey Alston Realtors in 2016 after rising through the ranks of two of the country's largest residential real estate companies. He earned the Rookie of the Year award in his first year as a REALTOR® and became a champion of the sustainable building movement. Over his 16-plus years as a REALTOR®, he has earned the Phoenix Award and been named a Life Member of the Atlanta REALTORS® Association Top Producers. An early adopter of the internet and social media, Carson is recognized by his peers as a marketing expert. Carson received his bachelor's degree from Presbyterian College.



2019 Dorsey Alston Statistics

CLOSED TRANSACTIONS IN
112 & **23**
zip codes counties

 **\$887,406,989** 
IN CLOSED VOLUME

1425
TOTAL TRANSACTIONS

727
Buy Side
Sales Closed



698
Listing Side
Sales Closed



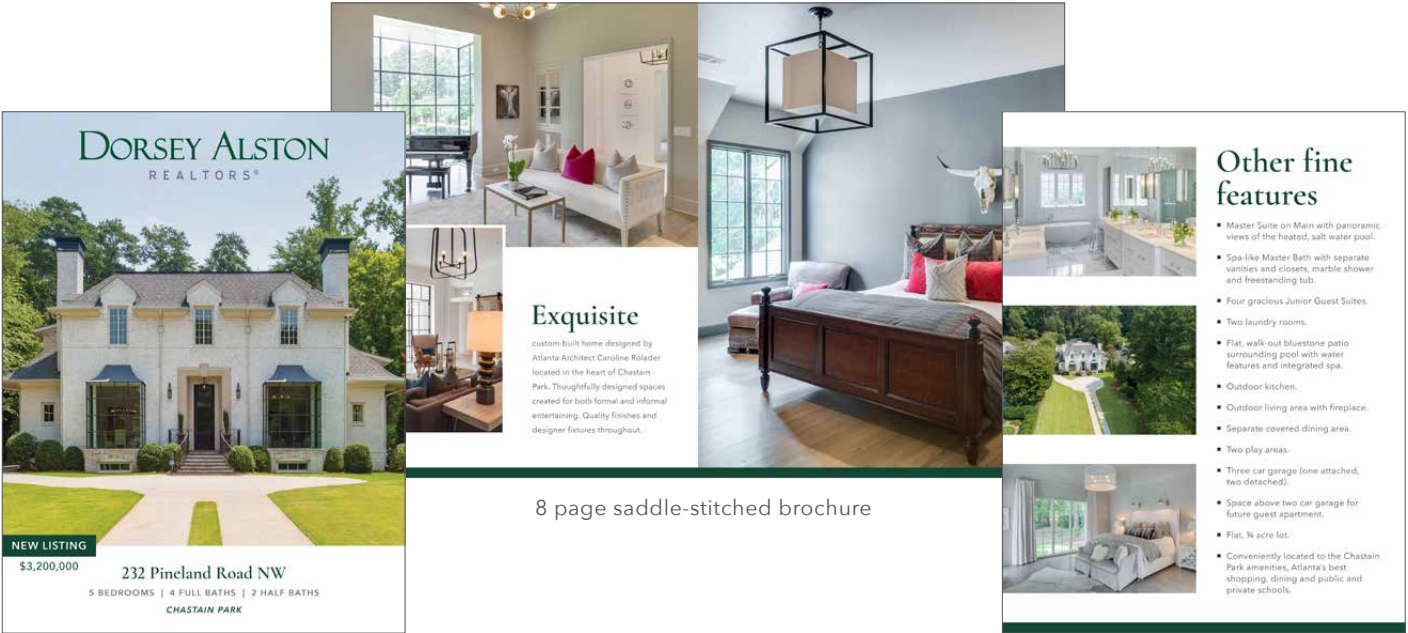
64

MULTI-MILLION DOLLAR CLUB AGENTS

That's **32%** of our **200** Producing Agents
(with at least one transaction)

In-home Marketing

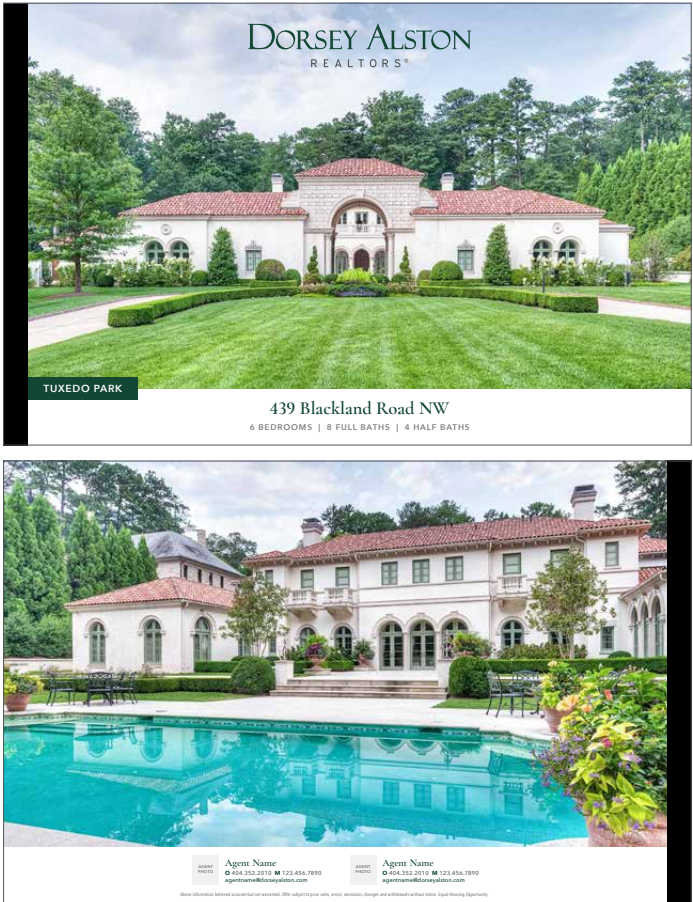
Dorsey Alston offers a full array of marketing collateral. Brochures (saddle-stitched and tape bound) and flyer pictured below.



8 page saddle-stitched brochure

Other fine features

- Master Suite on Main with panoramic views of the heated, salt water pool.
- Spa-like Master Bath with separate vanities and closets, marble shower and freestanding tub.
- Four gracious Junior Guest Suites.
- Two laundry rooms.
- Flat, walk-out bluestone patio surrounding pool with water features and integrated spa.
- Outdoor kitchen.
- Outdoor living area with fireplace.
- Separate covered dining area.
- Two play areas.
- Three car garage (one attached, two detached).
- Space above two car garage for future guest apartment.
- Flat, 1/2 acre lot.
- Conveniently located to the Chastain Park amenities, Atlanta's best shopping, dining and public and private schools.



2 page flyer

439 Blackland Road NW
6 BEDROOMS | 8 FULL BATHS | 4 HALF BATHS



2 page flyer

1234 Colmer Avenue
3 BEDROOMS | 2 FULL BATHS | 1 HALF BATH

12+ page tape bound brochure

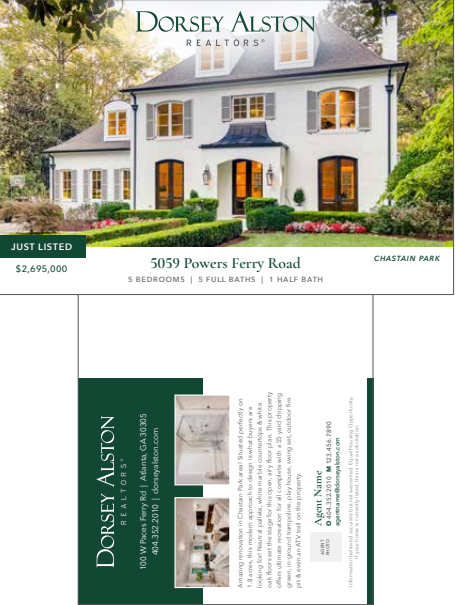
Professional Photography



Print & Digital Marketing

Trifold mailer, postcard, e-flyer, newspaper ad*, and Dorsey Alston yard sign pictured below.

trifold mailer

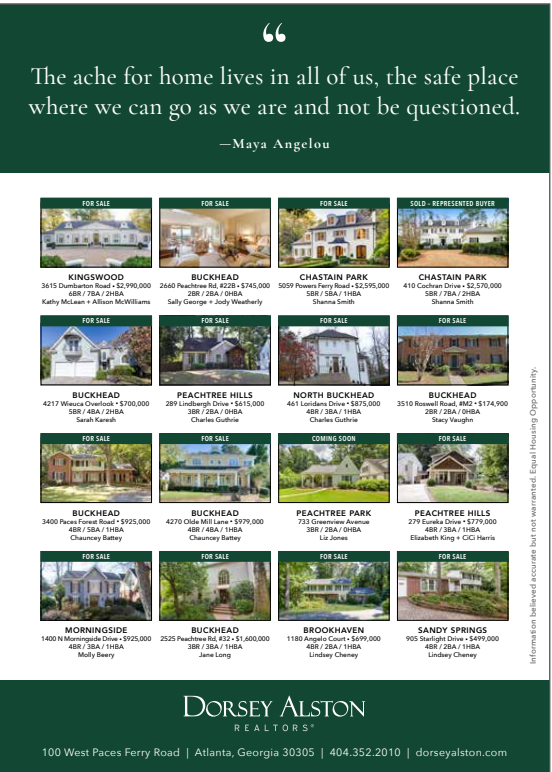


postcard

just listed e-flyer



newspaper ad



* Our ads appear in a variety of publications such as The Atlanta Journal-Constitution, Atlanta Business Chronicle, Atlanta INtown, Northside Neighbor, Wallstreet Journal, Southern Seasons, Atlanta Homes & Lifestyles, The Enclave, and Veranda.

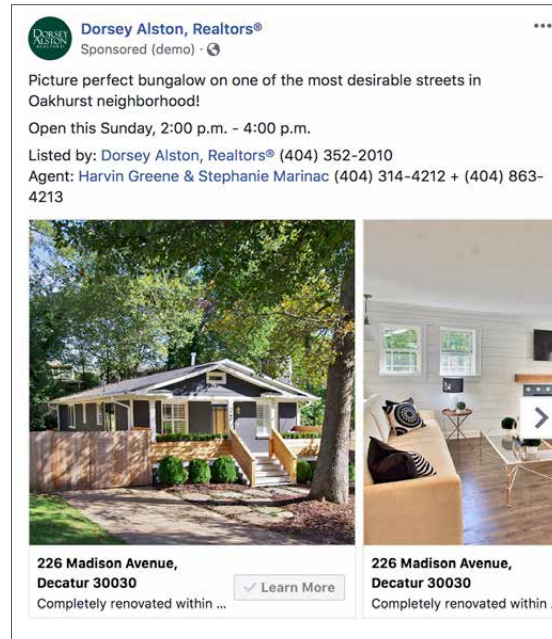
Social Marketing

Social media posts*, Facebook targeted ad, and property listing/open house announcement on Dorsey Alston blog pictured below.

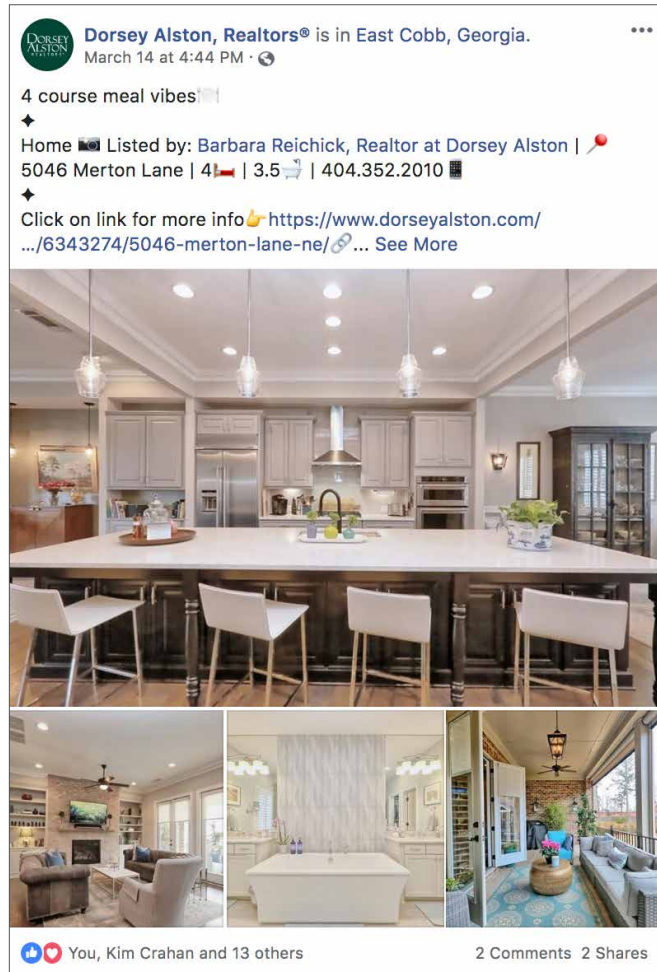
Instagram post



Facebook targeted ad



Facebook post



Instagram video post



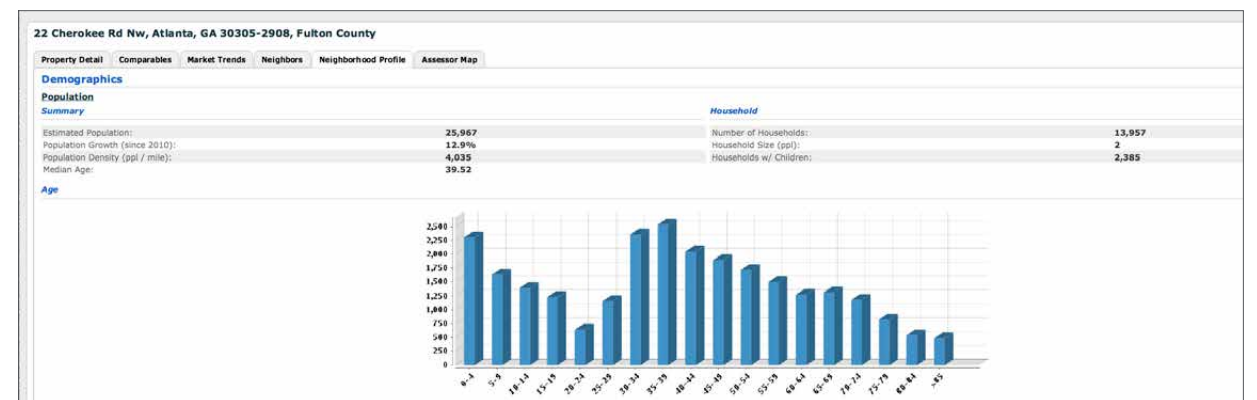
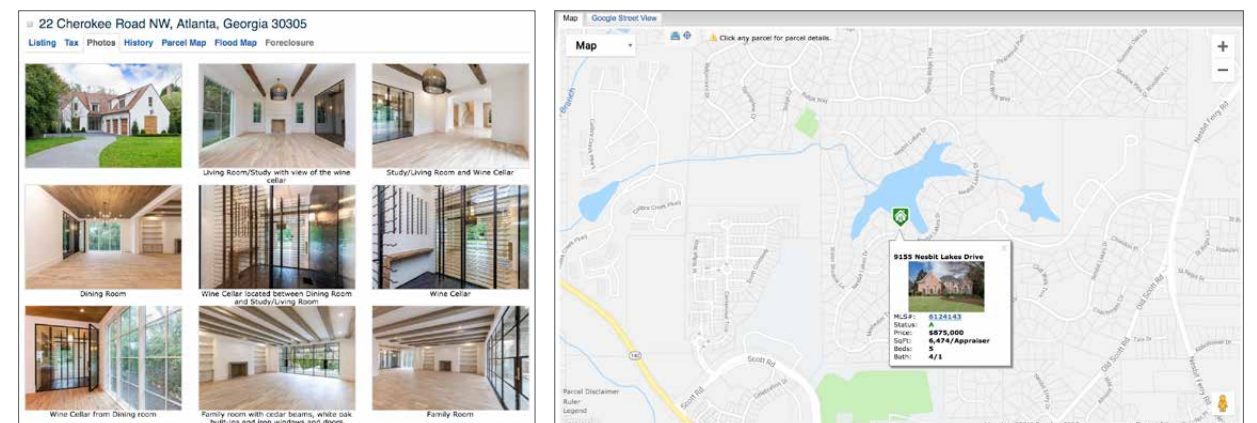
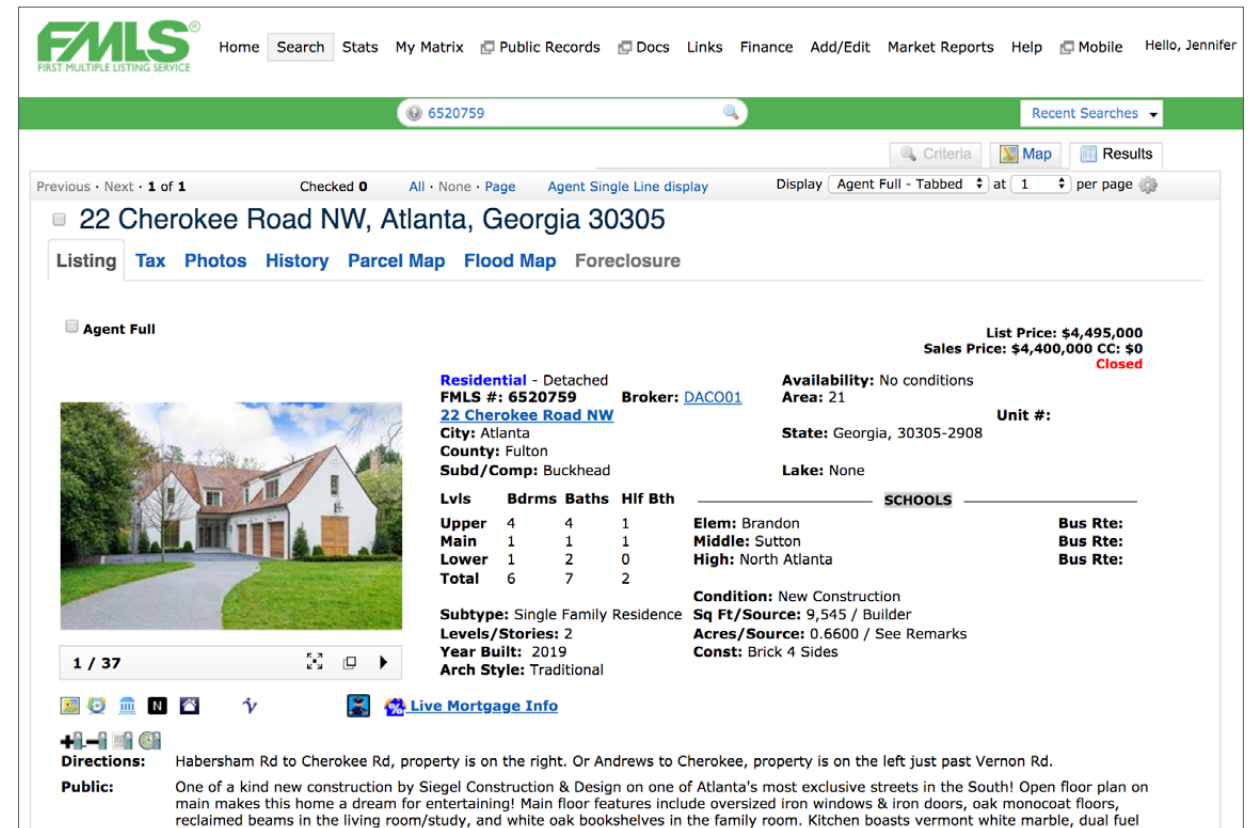
property listing on blog



open house announcement on blog



Listing the Property



* Social posts are sent by the corporate office as well as the listing agent. Oftentimes, fellow Dorsey Alston agents will share posts on their site, as well.

Property Listings Flow Chart

FMLS is *just the beginning* of your listing's journey.



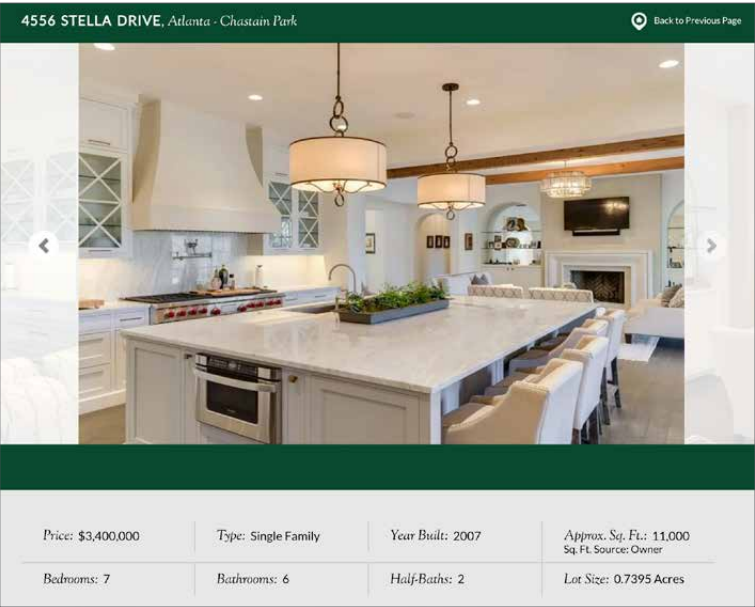
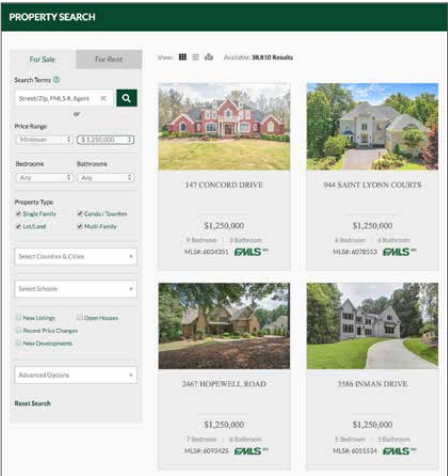
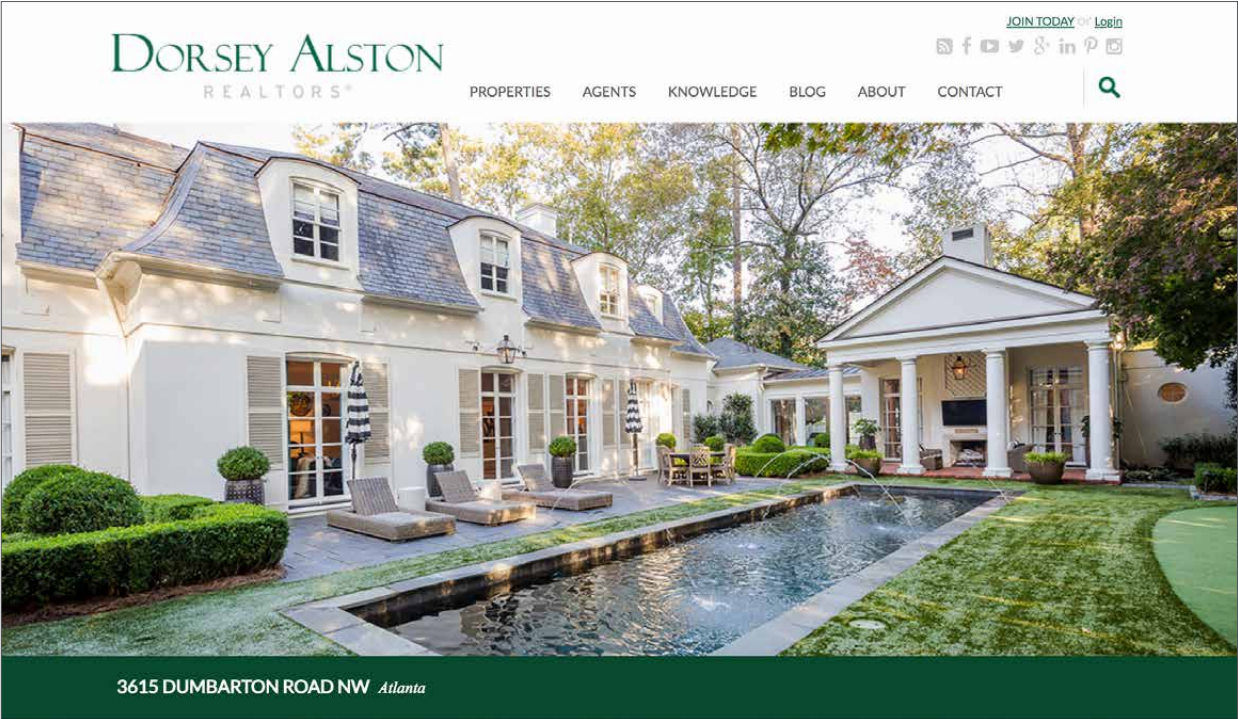
Your listing is entered in the First Multiple Listing Service and is fed directly to the Dorsey Alston, Zillow, and ListHub websites.



ListHub pulls the most up-to-date listing information from FMLS and distributes to numerous websites.



DorseyAlston.com



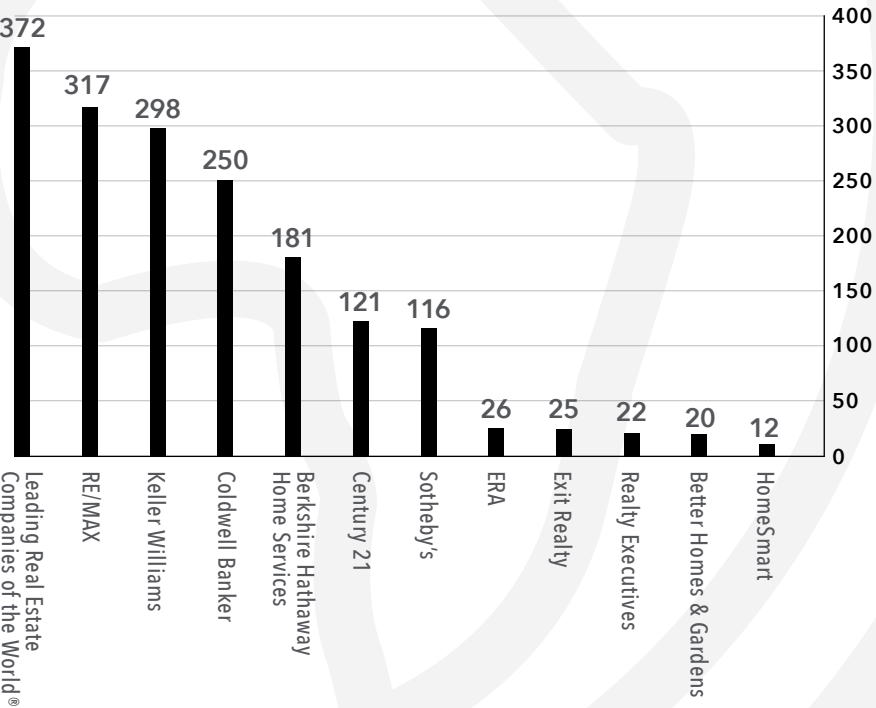
Local Expertise on an International Scale



As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a **local and global market leader** working on your behalf. Leading RE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.

MORE U.S. HOME SALES VOLUME THAN ANY NATIONAL REAL ESTATE BRAND

Volume shown in billions of dollars
Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources.



Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World® the **largest global network of premier locally branded companies** dominated by many of the world's most powerful independent luxury brokerages.



PROPERTIES
235



COUNTRIES
105



CITIES
1,641

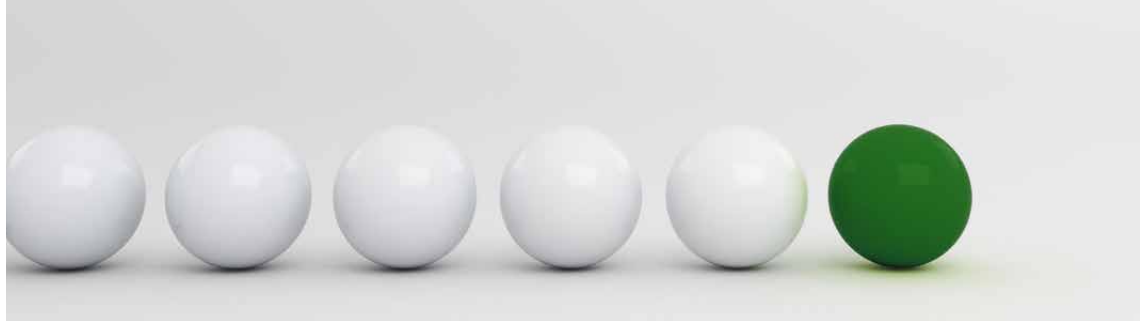


TOTAL VISITS
380,019



Closing Coordination for Listings

- Send CBS code to co-op with utility information
- Notify client inspection time and date
- Send agent electronic reminder of all contract deadlines
- Turn in contract to Office Manager
- Verify that we have a copy of earnest money
- Send client "Contract to Close" email with deadlines
- Send co-op email with deadlines
- Order termite inspection if required
- Schedule Closing
- Send client closing email with directions
- Send attorney any price adjustment amendment
- Order home warranty if required
- Call lender to check status of appraisal and conditional approval contingency
- Verify that the attorney has received the seller info sheet
- Check with office for missing items and upload missing items
- Send copy of termite letter/bond to the attorney
- Verify or create attorney has a copy of the commission agreement
- Inform client of buyer walk through time and date
- Verify lender attorney to confirm signed CD & package daily
- Call attorney and confirm closing time
- Remind client of utilities and closing time and location



Project Manager List to Close

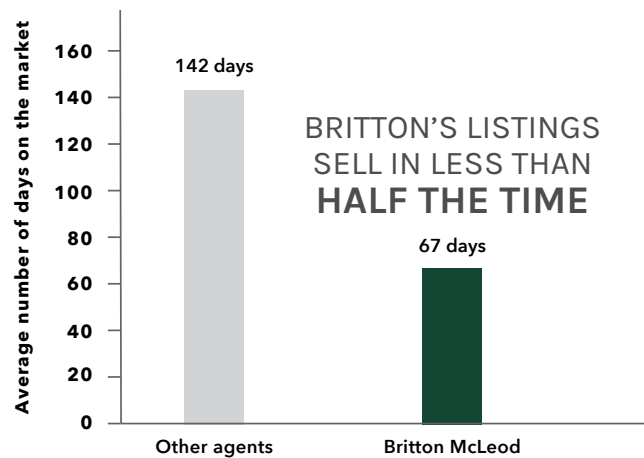
- Dorsey Alston yard sign
- Agent caravan
- Sunday open house
- Targeted neighborhood marketing
- Social media presence
- Color brochures
- Print advertising
- On-line advertising
- Contract negotiations
- Vendor recommendations
- Meeting vendors
- Negotiating with them on your behalf

Our Communication Guarantee

Fact: According to the National Association of Realtors, 70% of the public thought their agent did a poor job communicating with them. **Not with Britton McLeod.**

- We guarantee we will **provide feedback to you within 48 hours** after showings (when available), via home sellersreport.com.
- We guarantee **we will call you weekly** to discuss feedback, showing traffic, market activity, and price adjustments with regards to positioning your home on the market.
- We guarantee that **you will be kept informed** regarding new homes that come on the market to compete with yours, as well as recent sales around you.
- We guarantee **you will visually see** any brochures, websites, etc., to see how your home is being marketed.
- We guarantee **we will update all agents and brokers in the area** about your home.
- We guarantee that buyers will have **information on your home available 24/7.**

Fast Sale =
Less Hastle



6 P's of the Ordinary Agent

- 1 Put a sign in the yard
- 2 Put it in the MLS
- 3 Put an ad in the paper
- 4 Put the home on the Realtor tour
- 5 Prospect
- 6 Pray it will sell

Britton's Plan of Action

- Enter your home into the multiple listing service to make other realtors aware of your property for sale.
- Place a lockbox on your door, enabling other realtors to preview and show your property. (If applicable)
- Place a basket of shoe covers in home to protect your floors from sand and debris.
- Place a "for sale" sign in your yard to attract drive-by traffic.
- Create a full-color e-brochure, available to all agents and prospective buyers who enter your home.
- Provide full color home brochures design a special marketing plan, if needed to accommodate the unique nature of your property.
- Assist in planning repair work to home if necessary.
- Offer guidance in furniture placement, staging the home & organization send e-mail announcing new listings to local agents.
- Showcase your home on dozens of websites & social media expose your home to business affiliates, past clients and your neighborhood through e-mail.
- Send just listed cards to the surrounding area assist you in pricing your home competitively—to open the market vs. narrowing the market.
- Promote your home at our company sales meeting.
- Make suggestions and advise you about changes you may want to make your property more salable.
- Constantly update you regarding changes in the marketplace.
- Prospect daily speaking with people looking for potential buyers for your property.
- Represent you on all offer presentations to assure you the best price and terms in negotiations.
- Handle all followup on a contract being accepted including mortgage, title, inspection and closing. And much more!



Closing Coordination for Unrepresented Buyer of your Listing

- Get CBS code from listing agent
- Organize and order inspection
- Notify listing agent of inspection time and date
- Order termite inspection and inform client
- Send client electronic reminders of all contract deadlines
- Verify we have a copy of earnest money
- Send client "Contract to Close" email with deadlines and utility info (include calendar invites for important dates)
- Send selling agent co-op email with deadlines & utility info request
- Send contract to the attorney with lender info
- Send contract to the lender with attorney info
- Verify contract has HOA info & agent contact info
- Verify buyer has made loan application
- Verify Lender has received Intent to Proceed
- Schedule Closing
- Write up and negotiate amendment to address concerns
- Send amendments to attorney and lender
- Send co-op closing confirmation email with directions
- Order home warranty if applicable & send to attorney if required
- Email lender to check on status of appraisal
- Call lender to check status of conditional approval
- Send copy of termite letter/bond to the attorney
- Verify attorney has clear title (on cash transactions)
- Check with office for any missing items, turn in remaining items
- Schedule the walk through with buyer and inform co-op
- Verify that attorney has all items needed to close
- Call lender and attorney for package and signed CD
- Remind buyer of utilities and closing time



How Showings Work

We qualify all showing appointments.

Having your property available for showings is very important and we will make every attempt to accommodate your schedule when making showing requests. Our goal is to market your property with as little inconvenience to you as possible.

Any agent wishing to show your property will call me to schedule an appointment. Based on the showing instructions provided by the home owner your i will call the owner/tenant to schedule the showing and confirm showing the appointment to all involved.

Please be aware that many times, the buyer's agent showing your property has likely scheduled other properties to show his/her client. This can sometimes create unexpected time constraints on the intended showing schedule.

To prepare for this, the showing agent may request an interval of time (ie: 1-2 p.m.) for the showing, rather than a specific time. We request your flexibility with these unexpected circumstances.

Our experience shows that buyers prefer to view properties when the owner is away. Dialogue between the agent and client is much less constrained when the owner is not present. We realize that it may not always be possible to leave for a showing, however, in most instances, it usually provides more favorable showing conditions. Also, if you have pets, please make arrangements for their detainment during the showing for their safety and the safety of others.



Prepare for the Showing

Use this checklist as your guide as you prepare for buyers to view your home.

Pick up every room: Check counters, floors, closets, halls, and stairs. Make beds. Straighten or remove newspapers, magazines, mail, toys, clothing, recreation gear, snack glasses, and dishes.

Turn on lights: Even during the day, especially in halls and dark areas. Don't forget closets and utility rooms.

Open the blinds: Be sure they are open all the way, to promote views and allow more sunlight in all rooms.

Kitchen: Clear and wipe all counters and appliances; put all dishes in the dishwasher. Clean the sink and run the disposal. It's best if the kitchen smells fresh or like chocolate chip cookies were just baked.

Baths: Straighten washcloths and towels; replace with fresh, attractive ones if possible. Clean the sink and wipe counters. Air out if mist lingers from a recent shower.

Leave: Try to give the buyers as much privacy as possible. Buyers are often uncomfortable speaking in front of the owners. They will talk and look more freely if you can make yourself scarce.

Yikes! Only have ten minutes or less? Don't panic—use this short list. Put dirty dishes inside the dishwasher (or quickly wash them). Make the beds. Wipe the counters. Empty the garbage. Hide dirty clothes in the washing machine. Take a deep breath! Quickly run the vacuum. Turn on the lights. Leave the house. Smile! You did it!



Conditioning your Home for Sale

Through the eyes of a buyer my service is designed to assist you in making cost-effective decisions that will help you sell your home quickly and at the highest possible price. Your home will sell no matter what market you are in. The key to selling pricing your it is to prepare your home by making it as appealing, clean, and uncluttered home as possible.

YOU WILL NOT GET A SECOND CHANCE TO MAKE A GOOD FIRST IMPRESSION

- Take a ruthless look at your home, and use the same critical eye that you will use when looking at new homes.
- Make everything shine.
- Take the time to fix the little things that may not bother you, because they will catch the eye of a buyer.
- Remember that cleanliness and roominess are crucial.
- Kitchens and baths sell homes, so make sure that every cabinet, floor, counter, fixture, and appliance is immaculate, inside and out.
- Crowded conditions will suggest to the buyer that storage is inadequate.
- “Less is more” applies to your closets, attic basement, and garage – throw out or store every item that you do not use or that does not look good.

Interpreting Feedback

WHEN AN AGENT SAYS ...	THE AGENT MEANS ...
“The buyer thought the house was too small.”	“The buyer found larger homes for the same price.”
“They liked the house but bought another.”	“They found other houses that were better values.”
“They liked the house but bought a new home.”	“Buyers will pay 10-15% more for a new house.”
“They didn’t like the carpet or wallpaper.”	“The seller should replace the carpet/wallpaper due to age or color.”
“They thought the yard was too small, the street was too busy.”	“They found other homes with larger yards, quieter streets for the same price.”
“The home needs some work.”	“The seller may need to make minor repairs or neutralize.”
“They didn’t like the floor plan.”	“They didn’t like the floor plan.”

Setting the Price of Your Home

There are three factors to consider in selling your home: **location**, **condition** and **price**, and they are all related. Britton uses her experience and expertise to fine-tune the price by taking all these variables into consideration.

LOCATION

Your home’s location and setting influence its value. A home inside a quiet subdivision sells for more than the identical home on a busy street.

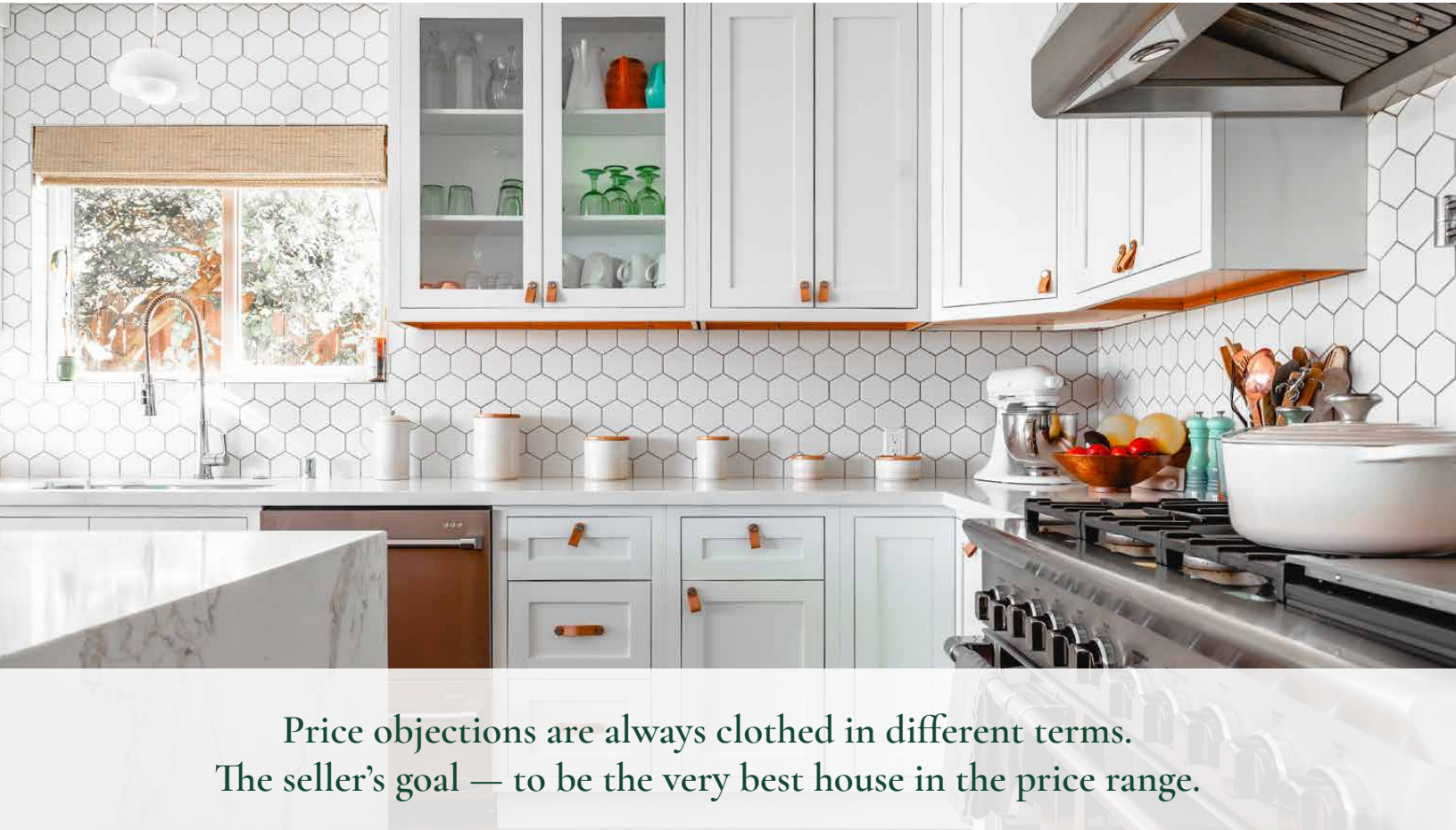
CONDITION

New homes usually enjoy a marketing edge over resale homes because they are shiny and clean. Builders enhance their appeal by offering model homes (clean, bright and shiny, professionally decorated in current colors and amenities) for buyers to examine.

Our goal is to make your home as close to a model as possible while remaining sensitive to costs. You have nearly complete control over the condition of your property and you can increase value and decrease time on the market by being sure your property is in the best possible condition.

PRICING

Your home must be priced within the appropriate range. You must actually “sell” your property twice: first, to the buyer, then to an appraiser. The buyer is more subjective and compares the amenities of your home to those of other homes in the same price range. The appraiser is more objective and compares age, size and cost-identifiable features in your home against other properties that have sold.



Price objections are always clothed in different terms.
The seller’s goal — to be the very best house in the price range.



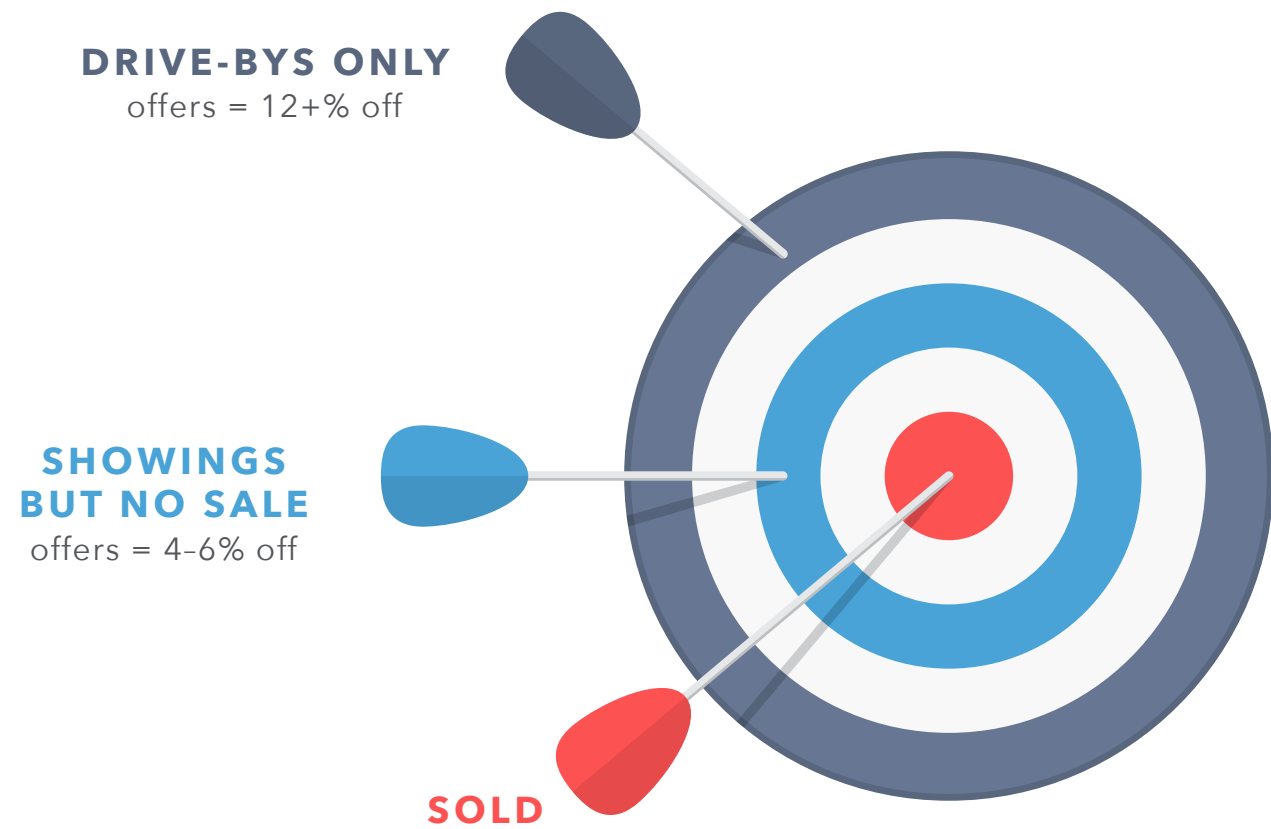
BUYERS ALWAYS DETERMINE VALUE!

The value of your property is determined by what a **buyer** is willing to pay in today's market based on comparing your property to others **sold** in your area.

COMMON PRICING ERRORS

- WHAT YOU PAID
- WHAT YOU NEED
- WHAT YOU WANT
- WHAT YOUR NEIGHBOR SAYS
- WHAT AN ASSOCIATE SAYS
- COST TO REBUILD TODAY
- RE-FI APPRAISAL
- SELLING PRICE IN OTHER AREAS
- WHAT THE PRESS SAYS

Is Your Price on Target?



An Offer on Your Home

WHEN AN OFFER IS GENERATED ON YOUR HOME, I WILL DO THE FOLLOWING:

- Present the offer to your personally, by phone, email.
- Have the cooperating broker share buyer qualifications.
- Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.
- Discuss all offers with you in private after listening to the other agent.
- Give you as much input as I can regarding
 - current market and finance activity.
 - other sales to date.
 - competition.
 - broker comments.

Notes

[illegible]

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

[illegible]

Notes

“

I believe that if we are to
create peace in the world, we must
first create peace in the home.

—Richard O’Keef



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It's good to be green.