



SELLER'S GUIDE

HOME
LUXURY REAL ESTATE



WELCOME HOME

HOME is a collection of Atlanta's best agents selling the city's most beautiful homes. The firm's experienced realtors provide invaluable guidance to their clients and the community.

HOME agents provide a focused, personalized and ethical client experience that encompasses best-in-class marketing and sales.

HOME was envisioned as a synergistic, agent-centered environment that would engender a complete luxury real estate experience for all price points.

For Buyers and Homeowners, the big difference is collaboration, and bespoke cutting-edge marketing. We offer the highest degree of knowledgeable realtors. HOME agents have close relationships with each other and long-term relationships throughout the market place.



THE PROCESS

The home selling process can feel daunting to even Sellers who have bought and sold numerous properties.

At HOME, we are committed to assisting you through this journey.

Welcome HOME.



Comprehensive Marketing

PRE-LISTING



Multi-agent price evaluation



Professional photography



Custom flyers and brochure



Coming soon e-blast to 1,000+ Atlanta agents



Professional staging consultation



Meet contractors for any repairs



Install signage



Generate buzz through agent network

ONCE-LISTED



Schedule all showings



Follow up for feedback



Meet unrepresented buyers for showings



Placement on 1,000+ websites



Social media promotion



Hold open houses & agent previews



Targeted emails to 1,000+ Atlanta agents



Provide weekly market reports

UNDER CONTRACT



Negotiate on seller's behalf



Coordinate contractors



Meet appraiser with pricing packet



Seamlessly get you to the closing table



Coordinate with closing attorneys, buyer's agent, and loan officers



Ensure all deadlines and contingencies are met



"BEST MARKETING CAMPAIGN"

Modern Luxury Real Estate Awards



AWARD WINNING
MARKETING
DEPARTMENT

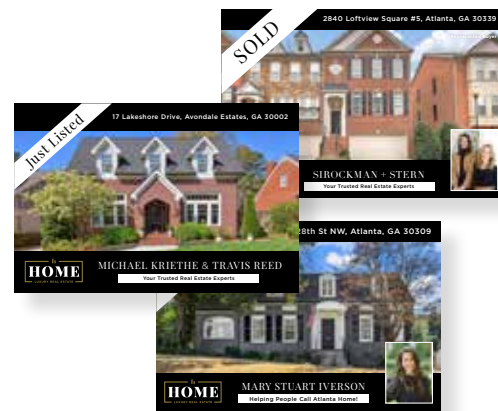


WORLD-CLASS PRINT MARKETING

Even in the digital age, the power of print cannot be underestimated. While many brokerages have opted to advertise solely online, we value the power of print as part of an overall marketing strategy.



MAGAZINES

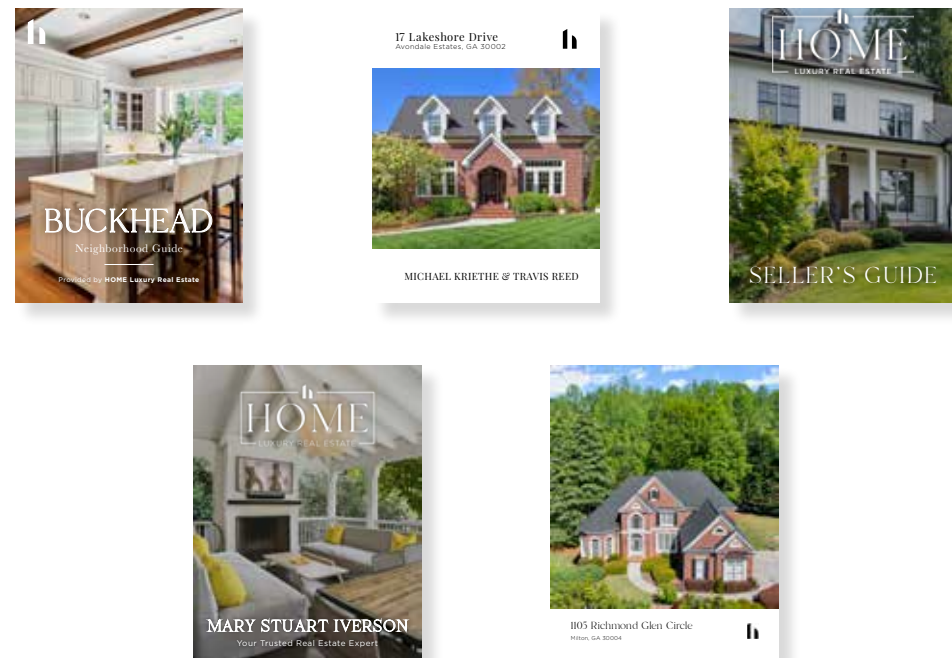


DIRECT MAIL

WEB EXPOSURE



PRINT MARKETING



BROCHURES

SOCIAL MEDIA



@HOMERealEstate.GA

WHO'S WHO

IN LUXURY REAL ESTATE

HOME Real Estate, REALTORS® is a member of Who's Who In Luxury Real Estate / LuxuryRealEstate.com, an international network of real estate professionals operating in 195 countries and representing the finest residential luxury estates and property brokerages in the world.

Exclusive marketing services through Who's Who In Luxury Real Estate are reserved for Home, REALTORS® properties priced \$500,000 and above. These fine homes receive unparalleled Internet exposure on www. LuxuryRealEstate.com, touted as the most viewed luxury real estate website in the world, and currently offering access to over 50,000 for-sale luxury properties around the globe.

Home REALTORS® features upper bracket listings in Luxury Real Estate Magazine. The widespread distribution includes all of the top buyers, sellers, and agents in the industry world wide.

6M+

PAGE VIEWS
PER MONTH

170K+

USERS PER
MONTH

35+

COUNTRIES





LISTING CHECKLIST

- Deep clean inside and out of all appliances (fridge, stove, dishwasher, microwave, etc.), kitchen, and baths
- Clean all surfaces (shelves, tops of doors, counters, floors, base boards, trim, light fixtures, fans, light switch plates, blinds, etc.)
- Clean surfaces of HVAC units, water heaters, and windows
- Depersonalize - store all personal items, photos, etc. and remove all valuable items and medications
- Ensure all light bulbs are consistent in terms of wattage and type: leave the lights on at night for a warm ambiance
- Clear all counter tops in bathrooms and kitchen
- Hide loose items including toys and wires
- Replace furnace filters
- Opt for neutral linens for the bedroom and bathroom
- Paint all rooms a light, neutral color (whites and grays); this makes a space feel bigger and brighter
- Touch-up all baseboards, ceilings, nicks, and dings; consider repainting high touch areas - kitchen, bathrooms, hallways
- Steam clean all carpets and polish hardwood floors with Bona
- Ensure your home smells nice when buyers visit. Mask smells with diffusers and use candles (not plug-ins!). Finally, pay attention to what you cook the night before showings
- Consider putting out orchids or fresh flowers whenever buyers visit your home
- Wash and paint front door, front stoop, walkways, decks, patios, and outdoor furniture
- Clean off hardware
- Add planters with fresh flowers, if room
- Clean mailbox
- Paint exterior siding and trim, if needed
- Sand and re-stain or paint decks where needed
- Clean outdoor light fixtures and replace bulbs as needed
- Clean roof if there is algae or moss growth
- Mow, blow, and edge the lawn
- Trim and shape shrubs, trees, and bushes; make sure nothing touches the house
- Put down a fresh layer of pine straw or mulch and remove all weeds
- Ensure all outdoor spaces are neat and organized



HOMEgeorgia.com | [@homerealestate.ga](https://www.instagram.com/homerealestate.ga)

Information believed accurate but not warranted. HOME Real Estate, LLC is a licensed real estate broker and abides by Equal Housing Opportunity laws. Broker, Betsy Franks.