

GREG OZBURN

REAL ESTATE

SELLER'S GUIDE

YOUR HOME SELLING GUIDE



COLDWELL BANKER
UPCHURCH REALTY

PERFECT IMPERFECT
the beauty of accident...



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*well hello
there!*

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My name is Greg Ozburn, a licensed REALTOR with 20 plus years of sales and marketing experience. I specialize in helping guide clients through the selling process, from listing and pricing your home, preparing it to sell, and getting you the best value for the sale in the shortest amount of time.

I will work relentlessly on my client's behalf to help them achieve their desired real estate goals. This begins by building meaningful relationships with clients, listening to their needs and staying in constant communication to guide clients to make informed, intelligent decisions whether buying or selling.

I will help you sell your home using the latest marketing tools to expose your property to the widest range of qualified buyers to get you the best value for the sale in the shortest amount of time. I believe it's crucial to partner with an agent who will be your real estate advisor for life not just the upcoming transaction. My personal commitment and passion to exceed the expectations of my clients separates me from the average real estate agent.

THE TEAM

*where it
all starts*



COLDWELL BANKER
UPCHURCH REALTY

Coldwell Banker Upchurch Realty is the
#1 listing brokerage in the
Greater Athens Market.

Athens Area Association of Realtors.

The sales team consists of over 130
active agents currently working with
buyers and sellers in more than 10
counties.

The office team consists of 10 plus
brokers and specialized associates that
assist in all aspects of the buying and
selling process.

The Coldwell Banker brand is the #1
most-visited residential real estate
brand online.

Comcore Media Trands 2020





THE STEPS

A QUICK LOOK AT THE ENTIRE
MANE TEAM HOME SELLING PROCESS

GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through it.

TAKE PHOTOS

Our photographer will make your home look its best!



*one step at
a time!*

CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!

SHOW IT

This is often the hardest part as your home has to remain presentable and in tip-top shape every day.

REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.

CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!



THE MARKETING



BROCHURE

Professionally designed brochures highlight the best of your home.



PHOTOS

Our photographer knows how to shoot your home so it looks right out of HGTV!

360 TOURS

Buyers have complete control while they walk through your home from the comfort of theirs.



*marketing
is our thing!*



SOCIAL MEDIA

Our followers LOVE to shop online and that means a lot of interested eyeballs on your home!

ADVERTISING

We advertise on multiple websites to make sure your home gets the most visibility.



EVENTS

We host neighbourhood events as well as weekend and agent open houses.

THE STAGING

BUYERS WANT TO IMAGINE THEMSELVES IN YOUR HOME,
WHICH MEANS THE MOST NEUTRAL WE CAN MAKE YOUR
SPACE LOOK THE BETTER.

INSIGHT

STAGED HOMES SELL FOR
1 TO 5% MORE! ON A MILLION
DOLLAR HOUSE THAT'S
\$10,000- \$50,000
MORE IN YOUR POCKET!

*it's all in
the details!*



DECLUTTERING



STYLING



DECOR



THE PRICING

WE KNOW HOW TO PRICE YOUR HOME. HERE ARE SOME THINGS WE LOOK AT BEFORE ARRIVING AT THE PERFECT LIST PRICE.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

MARKET STATS

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

UNDERSTANDING MARKET CONDITIONS

SELLER'S MARKET

Arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.

BALANCED MARKET

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes tend to sit on the market for an average length of time.

BUYER'S MARKET

Occurs when supply exceeds demand. Typically, sellers will drop their asking price to gain an advantage in the market.



THE OFFER

let's make
a deal!

IF YOU'RE A FIRST-TIME HOME SELLER, THE OFFER PROCESS MIGHT SEEM OVERWHELMING. KNOWING WHAT TO EXPECT WILL GIVE YOU A LITTLE CONTEXT BEFORE WE DIVE IN.

ELEMENTS OF THE OFFER

PRICE

The price a buyer is willing to pay can be higher or lower than the listing price.

DEPOSIT

The buyer's deposit shows good faith and will be applied against the purchase price of the home when the sale closes.

CONDITIONS

Conditions in a buyer's offer that must be satisfied before an offer is legally binding. A home inspection, financing, or home insurance are some.

CLOSING

This is the day on which the title of the property is legally transferred to the buyer and the transfer of funds finalized.

INCLUSIONS/EXCLUSIONS

These might include appliances, light fixtures, window coverings and anything else you agree to leave behind or take with you after you vacate.

THE BROKERAGE

Coldwell Banker Upchurch Realty has consistently been a forerunner in the real estate industry in the Athens area, the state of Georgia and the southeast region. In 1995 the company won the number one affiliate for gross commission income internationally for all Coldwell Banker companies. Since that time, the company has consistently remained in the top 100 affiliates in the nation. The awards won by Coldwell Banker Upchurch Realty and its agents on the local,

state, and national levels are unsurpassed. Today, Coldwell Banker Upchurch Realty proudly has 135 full-time residential agents, 10 commercial agents, and 10 staff members. Their superior real estate services include Residential Sales and Service, Residential Subdivisions, Extensive Referral, and Relocation Network through Cartus Relocation, New Construction, Commercial Sales and Leasing, Industrial Property, Farms and Land, and Site Analysis and Design.



COLDWELL BANKER
UPCHURCH REALTY



One million
homes sold



Voted #1 in
in our city



Over 10K agents
worldwide

THE RESULTS ARE IN

Zillow Review - 4/12/2023 ★★★★★

"Greg is very down to earth, easy to talk with, and ALWAYS helpful. He is the one realtor that I felt had my best interest in mind. He was patient and always willing to show me another property, provided good insight, and valuable advice in formulating each offer. I highly recommend giving Greg a call if you are looking for a honest representative who will help you every step of the way." - Jim K.

Realtor.com Review - 4/6/2023 ★★★★★

Greg is nothing short of amazing to work with! This was our first home purchase, and he walked us through every step. He was more than willing to look at any house as we explored what we really wanted and needed in a space. He did his research on the properties, and any questions we had was quick with information. If we ever decide to sell and buy again, I would do it all over again, but only with Greg. - Cindi M.

Realto.com Review - 3/2/2023 ★★★★★

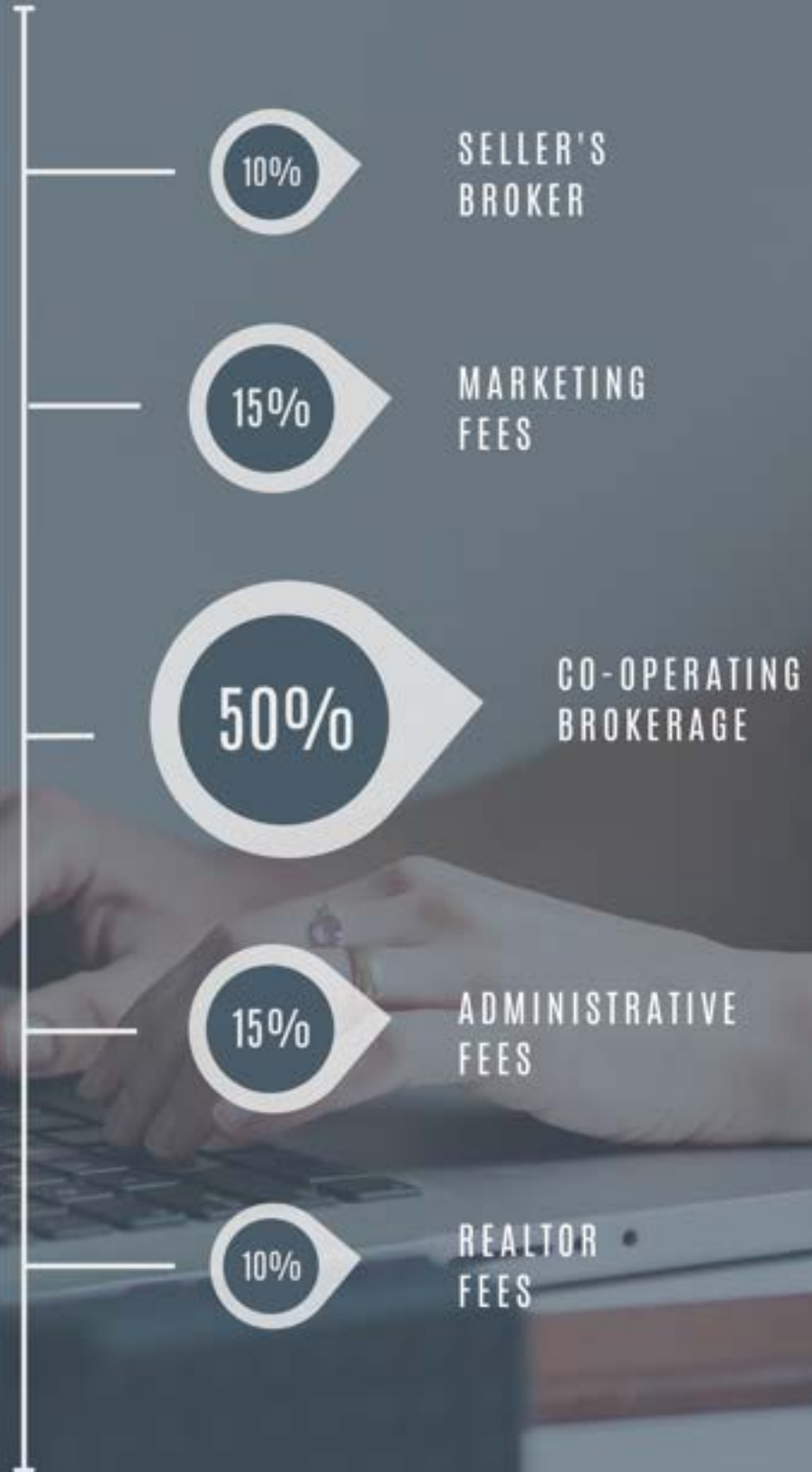
I highly recommend working with Greg on your next home purchase, he will not disappoint! Greg helped us purchase our home, he is very responsive , honest and worked hard to show us the properties we wanted to see quickly (very important in today's market) I will definitely work with Greg in the future. - Francisco H.

Realtor.com Review - 1/26/2023 ★★★★★

It was a pleasure working with Greg. He is conscientious, respectful and constantly working to make sure that everything runs smooth from the listing of the property to the signing of the last paperwork. I would highly recommend Greg to help in the sale or purchase of a home. - Brenda V.



COMMISSION BREAKDOWN



SELLER'S CHECKLIST

GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets

CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms

TIDY + PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)

CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint

FINAL TOUCHES

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the daytime
- ☐ Play quiet background music
- ☐ Keep pets outdoors

ORGANIZATION

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat



FAQ'S

HOW LONG DOES IT GENERALLY TAKE TO SELL A HOME?

Complete transparency here, it depends! I know that's not the specific "I'll sell your home in 3 days" type of answer you want to hear, but we want to be truthful and the reality is your home could sell in 3 days or it could take 10 or even a couple of months. There are so many factors that go into how fast your home will sell and we'll walk you through all of them.

WHEN IS THE BEST TIME TO SELL MY HOME?

Such a great question! The spring market is always a great time to sell but that doesn't mean you won't be just as profitable in any other month. It also depends on market conditions which, again, we'll walk you through thoroughly.

WHAT'S THE DEAL WITH THE ASSESSED VALUE BEING SO LOW?

The assessed value is not the same as the market value. The assessed value of a home is used for taxes in your local municipality. The assessed value has no impact on how much your home is worth to a potential buyer in the marketplace.

HOW MUCH COMMISSION DO YOU CHARGE?

The total commission to sell your home is 7%. 3.5% goes to the co-operating brokerage and the rest is distributed among brokerage fees, marketing your home, realtor fees and admin costs. While it is true that many realtors do negotiate their commission, we do not. The majority of our cut goes right back into making sure your home sell's for top dollar.

WHAT DOES SOLD CONDITIONAL MEAN?

Sold conditional means that the home has conditions that must be met before the sale can be finalized. Common conditions are "Conditional on Financing" and "Conditional on Inspection". In a hot seller's market, these conditions are usually omitted to ensure the offer is desirable.

WHAT DO I NEED TO DISCLOSE TO BUYERS ?

There are certain things that we MUST disclose by law, but we also don't want to scare potential buyers away by pointing out every single little dent and scratch in our home. It's a delicate balance for sure, but we will help guide you AND help prep your home for sale to minimize any "defects".

WHAT DO I NEED TO DO DURING THIS WHOLE PROCESS?

We pride ourselves on taking care of the majority of the responsibility when selling your home. From prep to staging to showings. BUT there are a few things you'll have to do like keeping your home super tidy, making yourself scarce during open houses, and making arrangements for Grover during showings.





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