



SELLERS *Guide*

WITH DAWN GARRISON
& MARY THORNE





WELCOME

Transform Home Selling

INTO A SMOOTH JOURNEY

SELLING YOUR HOME IS MORE THAN JUST A TRANSACTION; IT'S ABOUT PARTING WITH A SPACE WHERE COUNTLESS MEMORIES WERE MADE AND CHERISHED MOMENTS SHARED WITH LOVED ONES.

IT'S WHERE COMFORT MET YOUR LIFE'S STORIES. AS YOU EMBARK ON THIS NEW CHAPTER, THE JOURNEY CAN SEEM DAUNTING AND EMOTIONALLY OVERWHELMING.

REST ASSURED, YOU DON'T HAVE TO NAVIGATE THIS PATH ALONE. WE'RE HERE TO GUIDE YOU EVERY STEP OF THE WAY, ENSURING A SEAMLESS AND STRESS-FREE EXPERIENCE. TOGETHER, WE'LL OUTLINE THE PROCESS AND CREATE A TAILORED PLAN THAT LIFTS THE BURDEN OFF YOUR SHOULDERS.

FROM DIGITALLY STAGING YOUR HOME TO PERFECTION, TO IDENTIFYING THE RIGHT BUYERS, NEGOTIATING TERMS THAT WORK BEST FOR YOU, AND ENSURING A SMOOTH CLOSING PROCESS - THIS BOOKLET IS YOUR COMPREHENSIVE GUIDE TO A SUCCESSFUL HOME SALE. LET'S MAKE THIS TRANSITION AS GRACEFUL AND REWARDING AS IT DESERVES TO BE.

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About Dawn & Mary and their community outreach

Dawn Garrison & Mary Thorne

Dawn and Mary combine their real estate expertise with a deep commitment to community betterment. They're involved in the Superhero 5K against childhood abuse and the Scarecrow Stroll, boosting community spirit. They also support the Children's Hunger Project. With every property sale, they make a meaningful donation to these impactful causes, blending professional success with community care.



Dawn: (801) 592-6267 | Mary: (321) 223-2833 | MDRealEstateLife.com | Dale Sorensen Real Estate

March

- **St Baldricks**
Childhood Cancer Awareness

April

- **Superhero 5k**
Childhood Hunger Awareness

October

- **Scarecrow Stroll**
Community outreach & support
- **Making Strides 5k**
Breast Cancer awareness

Let's Make a Difference Together

If you have a charity close to your heart or one you actively support, we'd love to hear about it. At the close of your real estate transaction, we're honored to make a donation in your name to the cause you're passionate about. It's our way of not only thanking you but also extending support to what matters to you in the community. Let's make a difference together!

Why Hire Us As Your Real Estate Experts

Choosing us as your real estate experts means you're partnering with dedicated professionals who bring a wealth of knowledge, unparalleled commitment, and a personalized approach to every transaction.

We understand that buying or selling a home is more than just a deal—it's a significant life event. That's why we offer tailored guidance, comprehensive market insights, and strong negotiation skills to ensure your real estate journey is smooth, successful, and aligned with your unique needs.

With us, you're not just gaining agents; you're gaining partners who are invested in turning your real estate goals into reality. Let's navigate this journey together and achieve outstanding results.

Meet Your Team At Work:



Scarecrow Stroll



Community Give Aways



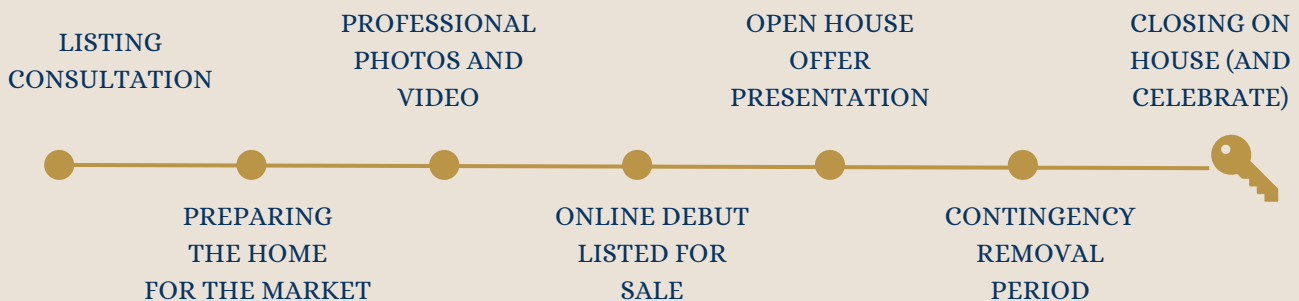
Superhero 5k

SUCCESSFUL SELLING PROCESS



Our approach to selling your home is rooted in modern strategies and innovative techniques. We utilize the latest in digital marketing, social media outreach, and advanced analytics to ensure your property gets maximum exposure to the right audience.

Our team expertly blends traditional real estate wisdom with cutting-edge technology, providing a dynamic and effective sales process tailored to today's market. From professional staging and photography to virtual tours and targeted advertising, we're committed to showcasing your home at its best and securing the best possible outcome in the sale.



LISTING CONSULTATION

During our listing consultation, we'll take you through a comprehensive process designed to ensure the best possible outcome for your property sale. We start with an in-depth analysis of your home and its unique features, followed by a market evaluation to determine the most effective listing price.

We then discuss and plan tailored marketing strategies, including staging, professional photography, and targeted advertising, to highlight your home's best aspects. Our goal is to provide a clear, transparent roadmap for your journey from listing to sale, ensuring you feel informed, supported, and confident every step of the way.



A Few things to think about

Before we meet, consider a few things about your property: what unique features or improvements make your home stand out, your preferred timeline for selling, and any specific goals for the process. Also, gathering any documents related to recent repairs or upgrades would be beneficial. This prep will help us tailor our discussion to your unique needs and your home's selling points.



SETTING THE RIGHT PRICE



Determining the right price for your home is an art, skillfully blending market insights with the unique attributes of your property. It stands as the most crucial aspect of the listing process, as precise pricing is key to attracting genuine buyers and achieving the best sale results.

Our approach is data-driven, carefully aligning market trends with your individual goals to find the perfect pricing strategy.

Pricing Notes

07 STEPS TO PREPPING YOUR HOME FOR SALE

Staging your home and enhancing curb appeal can significantly boost your sale price, potentially increasing it by 3 to 5%. These preparations are crucial for making a great first impression.

01 Family Room

- Pack away all family photos
- Rearrange furniture as needed
- Sweep, Mop & Vacuum

02 Kitchen

- Remove everything from countertops
- Shine appliances
- Clean and shine sink

03 Bedrooms

- Declutter put away any accessories
- Rearrange furniture as needed
- Organize closets

04 Bathrooms

- Scrub down toilet, sink, shower and bathtub.
- Add show towels

05 Backyard

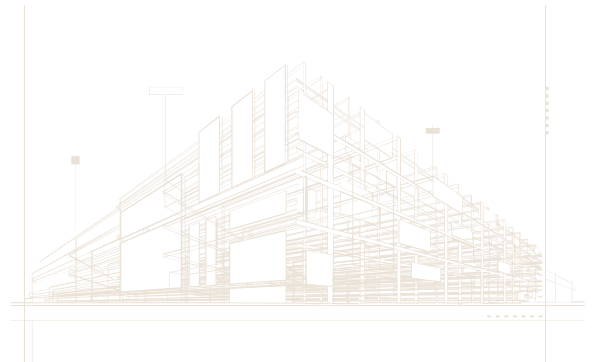
- Tidy up toys & pack away as many items as you can
- Trim all bushes & Mow lawn
- Add mulch if needed

06 Front Entry

- Sweep the front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07 Throughout Home

- Wipe down all blinds & Windowsills
- Touch up any dry wall & Paint





Pre-List
TO DO LIST

BATHROOMS

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FAMILY ROOM

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BACKYARD

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KITCHEN

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FRONT ENTRY

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BEDROOMS

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MISCELLANEOUS

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PROFESSIONAL PHOTOS

"You never get a second chance to make a first impression" – this saying couldn't be truer in real estate.

That's why it's crucial to make that first impression count, from curb appeal to the smallest details inside your home. Our licensed professional photographer, one of the best in the field, will capture your property's best angles, ensuring your photos stand out. Plus, with aerial shots and videos showcasing your neighborhood, your home won't just be seen – it'll be remembered.

We'll feature these striking images across various platforms, including online listings, social media, and YouTube, to give your property the grand exposure it deserves.

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Shocking Truths...



Homes with professional photography sell 32% faster



The average ROI on professional real estate photography is 826%



68% of consumers say that great photos made them want to visit the home.

Go to Market Timeline

Maximize your home's market appeal by listing on a Thursday, the optimal day for real estate visibility.

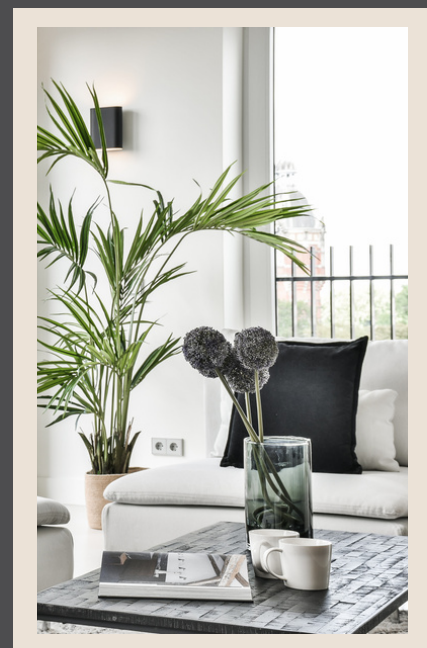
For a successful launch, we advise having your home cleaned and ready for photography.

The captured photos and videos will be professionally edited to create a comprehensive marketing package,



This Includes;

- Dedicated website for your home
- Targeted neighborhood direct mail
- Dynamic social media posts and ads
- Compelling open house materials.



GOING TO MARKET

Three Step Marketing Program

A successful home sale requires a strategic marketing plan that appeals to clients of all ages. Our targeted approach ensures broad visibility and appeal in a competitive market.

1

MAILERS

2

SOCIAL

3

OPEN
HOUSE

THE DETAILS.....

1

Mailers: Our direct mailer campaign is a powerful tool to reach potential buyers. We create eye-catching, informative flyers and postcards that highlight the best features of your home. These mailers are sent to a carefully curated list, ensuring your property gets noticed by the right audience, including those who prefer traditional methods of communication.

2

Social Media: In today's digital age, a strong presence on social media platforms is crucial. We leverage the power of networks like Facebook, Instagram, and Twitter to showcase your property to a wider audience. Our team crafts engaging content and utilizes targeted ads to ensure your listing reaches potential buyers far and wide, including those who rely on digital platforms for their real estate needs.

3

Open House: The open house is a key element of our marketing strategy. It provides a chance for potential buyers to experience the charm and potential of your property first-hand. We organize and host professional, welcoming open houses that encourage visitors to envision themselves in the space. This hands-on experience is invaluable in converting interest into offers.

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The 7-11-4 Rule



Research reveals that consumers typically require **7** hours of engagement, and **11** touchpoints from at least **4** different platforms, to confidently make a purchasing decision. This underlines the importance of immersive marketing in the real estate market.

While 7 hours may seem substantial, purchasing a home is a significant life event. Therefore, we ensure that every interaction - from open houses to online content - is meaningful and informative, helping buyers feel secure and well-informed in their decision.



The TIMELINE

CLEAN & PREP

- Begin Packing remove 30% of items in closets
- Remove all clutter
- Remove personal photos

PHOTO & VIDEO

- Content shoot day
Full Photos of home
Full Immersive video

WEBSITE BUILT

- Professional website for listing day
- Photos & Videos uploaded to website

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates interest

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

OPEN HOUSE

- Opening weekend, no showings prior.
- Open House on Friday, Saturday & Sunday

ONLINE DEBUT LISTED TO SELL

The real estate market has transformed significantly in the digital era. Gone are the days when newspaper listings and word-of-mouth were the primary tools for home searches. Now, 90% of homebuyers turn to the Internet as their key resource. In fact, over half of these buyers start their home search online. Our strategy adapts to this change, ensuring your property gains extensive online visibility, connecting with buyers right where they're searching.

Homebuyers typically spend 10 weeks and view 12 properties before deciding on a home, emphasizing the need for your property to make a lasting impression.



Maximizing your home's exposure, I utilize a range of tools to showcase your property to thousands of potential buyers, ensuring it receives the visibility it deserves.

Of course, we don't forget the basics. We will publish your home on the MLS (multiple listing services) syndicate with major websites such as Zillow, Trulia, and Realtor.com

OPEN HOUSE



An open house is key for real estate success, boosting exposure by inviting potential buyers to experience the property in person. It showcases the home's best features, fostering a sense of urgency among buyers and enhancing the property's appeal beyond online photos. The atmosphere of an open house often strengthens buyers' emotional connection, leading to faster, more competitive offers. Remember, the way an open house is perceived can significantly influence the sale outcome.

OFFER PRESENTATION

When we receive offers for your home, we'll meticulously go through each one together during the offer presentation. This process allows us to assess the strengths and conditions of each proposal. With our guidance, you'll be well-equipped to make informed decisions on whether to accept, negotiate, or counter the offers, ensuring the best outcome for your sale.



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CONTINGENCY PERIOD

In real estate, a contingency is a condition that must be met for a sale to proceed. Common examples include home inspections, buyer financing, and home sales. As your agent, we navigate these contingencies by:

Facilitating necessary inspections and addressing any issues.

Ensuring financial terms and conditions are clear and attainable.

Assisting in the smooth transition from one property to another.

Our expertise ensures that these crucial steps are handled professionally, keeping your transaction on track toward a successful closing.



COMMON

Inspection Contingency

Every Contract has a 7-15 day Inspection Contingency. This is where the buyer is able to do their due diligence with a professional.

Financing Contingency

Most buyers are also contingent on the buyer's financing. We don't accept offers unless we have the buyers pre-approval letter from the lender

Appraisal Contingency

With buyer's financing, there is often an appraisal contingency. This means that the buyer's financing is contingent upon the home appraising for the loan amount

Home Sale Contingency

Some contracts are also contingent upon the buyers selling and closing on their current home. There will be additional paperwork and dates that we will need to abide by.

CONTINGENCIES

Inspection

For the inspection process, sellers should note:

- Inspections are typical in home sales. Buyers inspect to check the property's condition and identify issues.
- Ensure property access for inspections. Keep your home clean and accessible for a comprehensive evaluation.
- Be ready for repair requests or negotiations if issues are found.
- Disclose all known property defects beforehand to maintain honesty and avoid legal issues.
- Sellers should allow buyers and inspectors privacy during their assessment.



IMPORTANT NOTES DURING THE CONTINGENCY PERIOD

Appraisal

It is crucial to understand the importance of the appraisal in the home-selling process. As your agent, we will assist by providing the appraiser with an appraisal packet that outlines any updates or improvements made to the property.

This packet will also include relevant comparisons to help the appraiser accurately assess the value of your property. By providing this information, we can protect your interests and help ensure a fair appraisal outcome.



7-Steps Under contract

Once under contract, we'll provide you with an important timeline. Fill in the dates and use it as your reference. As your agent, we'll ensure everything is completed on time and with utmost care.

Steps			
1	Escrow Due Date ____/____/____	Amount due _____	Title Company:
2	Inspection Period Expires ____/____/____	Please provide the buyer and their agent full access to the home during the scheduled inspection, which may take 2-3 hours. Vehicles in the garage and driveway must be removed, and the inspector should have access to the roof, attic, and necessary equipment.	
3	Title Commitment Due ____/____/____	If you have a survey that can be used, please provide this to your agent. This can help speed up the process and save the buyer hundreds.	
4	Appraisal Due ____/____/____	Ordered by the buyer's lender. Remember Appraisal is done by a 3rd party Neither the lender nor your realtors have any control over it!	
5	Closing Disclosures Due ____/____/____	The Closing Disclosure form consolidates the final Truth in Lending disclosure with the HUD-1 and must be delivered to the consumer at least 3 business days prior to the scheduled closing date. If you have not received this please contact us ASAP	
6	Final walkthrough ____/____/____	During the final walk-through, the buyers are looking for anything that is out of order, something out of the ordinary, or repairs that have not been made. "The house should be broom clean, at the very least, with all things in order,	
7	Closing Day ____/____/____	If you won't be present for closing; please let us know ASAP	Closing at:

Reminders

contact utilities, address change, or post office a few days prior to closing.

You must keep the electricity and water on until the day of closing.

Post office: WWW.DOS.allocations.commucountvrvorevarc

Utilities: www.brevardfl.gov/UtilityServices/Home



CLOSING DAY

This is the big day! While there will be plenty of paperwork for you to sign, the good news is that it's all documentation we've already reviewed together. On closing day, we ensure a smooth and stress-free experience, guiding you through each form and answering any last-minute questions.

1. Prepare and gather necessary documents, such as the deed and property keys.
2. Fulfill any repair obligations and ensure the property is clean and ready for the buyer's possession.
3. Review the Settlement Statement for accuracy and consult your agent or attorney if there are any questions.
4. Coordinate with your agent throughout the closing process and stay updated on any last-minute concerns or issues.
5. Arrange for utility transfers, be prepared for the final walkthrough, and hand over the keys to the buyer to complete the sale.

By following these steps, sellers can ensure a smooth closing day experience and successfully complete the transaction.

What you CAN EXPECT

We bring a blend of market savvy, attentive listening, and proactive communication to guide you seamlessly through your real estate journey. Our commitment to your satisfaction is paramount, whether it's finding your dream home or selling your property for the best value. With us, you gain not just agents, but partners who are invested in turning your real estate goals into reality.

*Dawn Garrison
& Mary Thorne*



What others ARE SAYING ABOUT US



-Catherine & Mustafa Amani

"Dawn and Mary are an outstanding team! They both are amazing individuals on a professional and personal level. They will work their tail off to get their clients a dream home. They always make themselves available and accessible for every need and question you have at any time, day, or night. They have become dear friends now because they are just those type of people you want to keep around forever. They both will be at your side every step of the way. Even in this insane market, they were able to find us our dream home AND land for a future build. You will NOT be disappointed with them!"



—Jon & Daniella Russo

"Dawn & Mary are such a pleasure to work with and always available on short notice. Definitely a five-star experience from start to finish!! We love our new home!!

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What others ARE SAYING ABOUT US



-Mark & Trisha Merrill

The team of Dawn and Mary are phenomenal to work with. They are patient, listen to you, and will work with you as long as you need it. We first starting talking to them a year ago and just now finally got into our new home! In that year they met with us in-person and even showed us homes when they knew we weren't quite ready to move yet. We highly recommend!



-Keria & Joe Awad

This place is wonderful they were amazing and available any time I needed them. I had an amazing experience with them



READY TO LIST

Schedule Your
appointment here



SCAN HERE



GET IN CONTACT

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