

Pilkerton
Realtors EST. 1969

HOW TO PREPARE FOR A SUCCESSFUL HOME SALE



Welcome,

I realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present my proven approach. A successful marketing campaign consists of preparation to your home, price of your home, and the promotion of your home.

As your agent, there are several services you can expect me to provide, including:

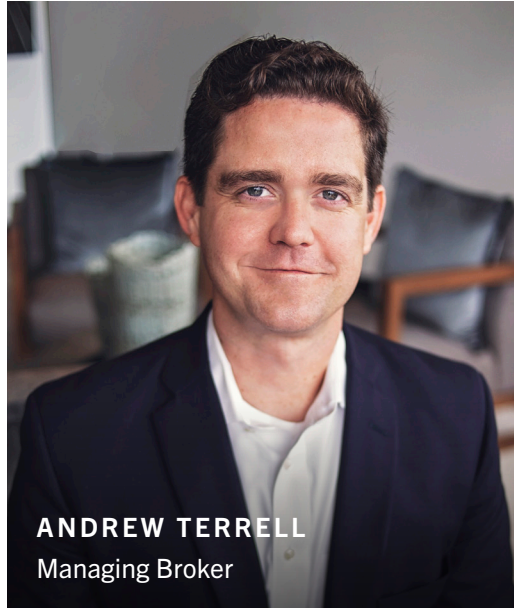
- Accurately pricing your home.
- Enhancing the perceived- and real – value of your home.
- Providing unmatched marketing including a staging consultation and photography.
- Securing a qualified buyer within your specific time frame.
- Helping you avoid the main reason sales fall apart – problems with the home inspection.

Regardless of the price of your home, when you hire me as your REALTOR®, both you – and your home – will be prepared for a successful sale.

All the best,

Andrew





“Part of the American dream is to have a place to call home... a place to create memories and spend time with loved ones. I am lucky and grateful that I have the opportunity to help people realize this dream every day.”

Andrew is a second-generation REALTOR® who has become one of Nashville’s leading REALTORS® thanks to his extensive knowledge of Nashville’s residential real estate market and neighborhoods, his reputation as a passionate and market-savvy professional who tenaciously protects his client’s interests, and his involvement in supporting home ownership through the Greater Nashville REALTORS®, the Tennessee REALTORS®, and the National Association of REALTORS®.

Andrew’s clients rely on his full-service firm, experience, and expertise to guide and educate them throughout the process so they can make the best decision for themselves. Clients have come to expect the most up-to-date feedback on the state of the market and market trends along with a realistic outlook on what they can achieve in today’s market.

People have consistently sought his advice, trusted his judgment, and choose to work with Andrew. His strong base of loyal repeat clients is the reason Andrew has been successful year over year.

Whether buying or selling, Andrew Terrell will provide you with the attention that one expects of a dedicated real estate professional.

Andrew is a Nashville native and would not want to call anywhere else home. He currently lives in Sylvan Park with his wife, Ashley, son, Conrad, and daughter, Ivy.



HOW HOMES SELL

Understanding How Buyers Evaluate Homes

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

Once buyers reach your front door, the job of marketing is over.

Your home must now compete with other homes in two areas; features and price.

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 potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate marketplace.

PRICE

Pricing Your Home for a Successful Sale

Pricing your home accurately is the most effective way to ensure a successful sale. Allow me to repeat that – pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

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

Please keep in mind, the agent does not set the price, the seller does not set the price – the market will set the price, or value, for your home.

Factors that influence market value:

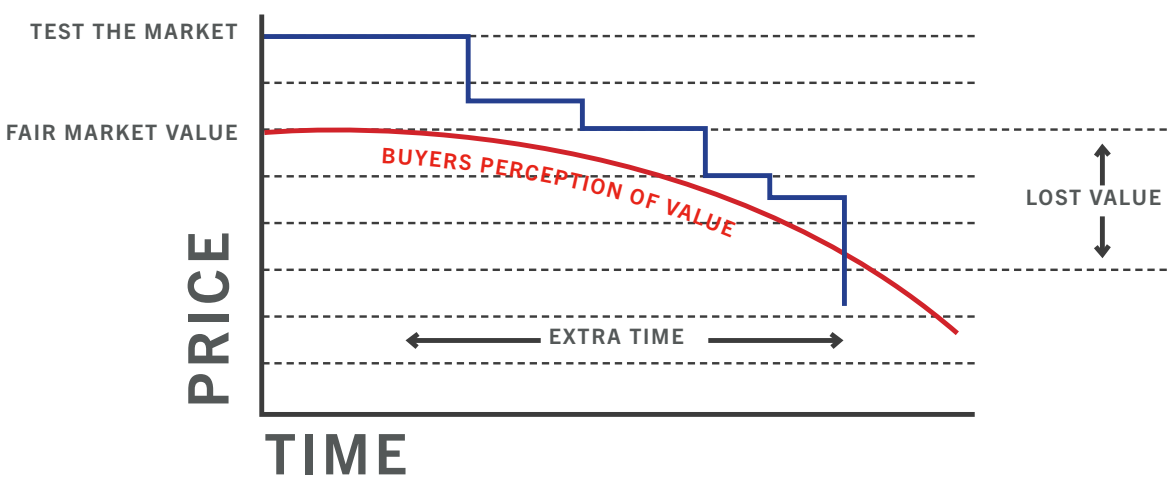
- Supply & demand
- Economic conditions
- Asking & selling prices of competing homes
- Your home's condition
- Buyer's perception of your home

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 spend on improvements

“TESTING THE MARKET”

A Mistake Homeowners Make When Pricing Their Home



A common mistake sellers make is pricing their home high in the beginning to “test the market”. The thought is “we can always lower the price if we don’t receive any offers” or “we need to build in a cushion for negotiation.” Unfortunately most of the showing activity occurs when the home is first listed. Once initial pool of buyers have seen the home and it doesn’t sell, the sellers will then have to wait for new buyers to come into the market and they will have to reduce their price to be competitive.

Also, the longer your home remains on the market, the less interest it will generate among all buyers. Buyers typically feel that they should pay less for a home the longer it has been on the market. At that point you have to face the real possibility of being forced to sell it for less than if you had priced it at fair market value from the start. It is especially important to make sure that your home is priced correctly when the conditions are leaning towards a buyers market. In that scenario buyers are very sensitive to price and will look harder to find homes that offer the most value. Simply put, buyers are not making “low-ball” offers on properties, they are waiting for properties priced correctly to come onto the market.



CONDITION

Professional Home Inspection

Usually 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.

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 home 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 house will stand out from the competition as a better value.

I will also recommend trustworthy, professional contractors to address any repairs that are needed. The extent that these repairs are made will directly affect your listing price. You have the ability to command a higher asking price, and substantiate it, when your home is in top condition.



CONDITION

Home Staging Consultation

Once we have had your home inspected and made the necessary repairs we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers.

There is an art to preparing a home for the market. Home staging leverages market insight and design to present a property that appeals to the majority of buyers and gives each property the competitive advantage needed to perform well in the marketplace. A minimal investment increases the chances of a quicker sale at the highest expected market value for the area.

This helpful service consists of a detailed walk through of the property with the homeowner. Included with this service is an easy to follow, step-by-step, plan of action presented to the homeowner. The goal is to create an environment that appeals to the majority of buyers by enhancing positive features.



PROMOTION

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 during their home search.
- Most homes in Nashville 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 our most productive activity.
- The most effective way to get the attention of productive agents and buyers is through accurate pricing and great photography.



PROFESSIONAL PHOTOGRAPHY

Show Off Your One-Of-A-Kind Home

You only get one chance to make an emotional connection with a potential buyer. An important early step in the marketing process is to have your home photographed professionally. These photos will appear on the MLS listing, all print media and are posted to the top ranked real estate websites. We provide custom professional photography for all of our listings. Online, homes with multiple photos get viewed over 5 times as much as homes with only one or two photos.

RES

[Map](#)
[List](#)
[Thumbnail](#)
[Full](#)
[Stats](#)

33 Results: Scroll page to view listings.

[Print](#)
[More](#)
[Share](#)
[Favorites](#)

Criteria

Status: 3 Selected

County: Select County

List Price: 750,000 - 800,000

Type: All

Street #:

St Name:

City:

Zip: 37209, 37215, 3721

Subdivision:

Schools: Search Schools

SqFt Total:

Beds Total:

Beds Main:

Baths:

Year Built:

Acres:

Garage Prk:


Total Park:

OpenHouse:

Include Auction:

Additional Criteria

Search to Add Additional Fields




\$795,000 \$169/sqft For Sale

541 Stevenson St
Nashville, TN 37209

4 Beds, 3 Baths, 4700 SqFt

Public Remarks: Stunning and historic "Hilltop Farm Home" . Built in the mid-1800's this home offers so much original character with all the modern conveniences you crave all while sitting on two large lots with two street fronts on just under an acre. All located directly across the street from Charlotte Park.

List Agent: Amanda Anderson (615) 268-6213
List Office: Benchmark Realty, LLC (615) 510-3006
Showing Info: Schedule Showing
Showing Phone: (800) 746-9464




\$797,700 \$220/sqft For Sale

5738 Knob Rd
Nashville, TN 37209

5 Beds, 3 Baths, 3628 SqFt

Public Remarks: Fully Renovated Mid-Century Modern Ranch style home with 3 bd/2 bt upstairs, 2 bd/1 bt downstairs, and a 1 bd/1 bt apartment w/ separate entrance perfect for renting. Huge deck on back of home is perfect for entertaining! Non-Cosmetic Improvements: New roof, water heater, HVAC for apartment, driveway, & deck. Cosmetic Improvements: New Kitchen, Baths, refinished original floors, custom touches throughout.

List Agent: Jennifer Hamrick (615) 549-6844
List Office: PARKS (615) 583-5050
Showing Info: Schedule Showing
Showing Phone: (615) 327-0101



\$798,000 \$173/sqft For Sale

129 Abbeywood Dr
Nashville, TN 37215

4 Beds, 3/1 Baths, 4614 SqFt

Public Remarks: Prime Location - Zoned Percy Priest, Great Value, Superior Quality, built by Bruce Zeitlin, Easy interstate access, Soft contemporary, Private first floor master, Mid level rec room, Living room would make a great home office, Built in desk upstairs, Move in ready, Community pool and tennis, Vacant for easy showings.

List Agent: Kim K. Anderson (615) 479-2146
List Office: Pilkerton Realtors (615) 383-7914
Showing Info: Schedule Showing
Showing Phone: (615) 327-0101

MLS #: 2177809 [Print](#) [Share](#)

Status:	Active
Year Built:	1850 Approximate
County:	Davidson County, TN
Subdivision:	Corlew
Class - Type:	Residential - Site Built
Annual Taxes:	\$2,790 Record
Days On Market:	33
Acres:	0.76 / Tax Record
Parking (Garage):	Detached

MLS #: 2164001 [Print](#) [Share](#)

Status:	Active
Year Built:	1963 Renovated
County:	Davidson County, TN
Subdivision:	Hillwood Park
Class - Type:	Residential - Site Built
Annual Taxes:	\$3,847 Record
Open House:	Sun 9/13/20 2 p.m. - 4 p.m. More Info
Days On Market:	45
Acres:	1.17 / Tax Record
Parking (Garage):	Attached - REAR
Lot:	115 X 483

MLS #: 2151091 [Print](#) [Share](#)

Status:	Active
Year Built:	1996 Approximate
County:	Davidson County, TN
Subdivision:	Burton Hills
Class - Type:	Residential - Site Built
Annual Taxes:	\$5,315 Record
Days On Market:	114
Acres:	0.23 / Tax Record
Parking (Garage):	Attached - FRONT
Lot:	60 X 142 / Slope

MLS

75% of Sales Originate with the MLS

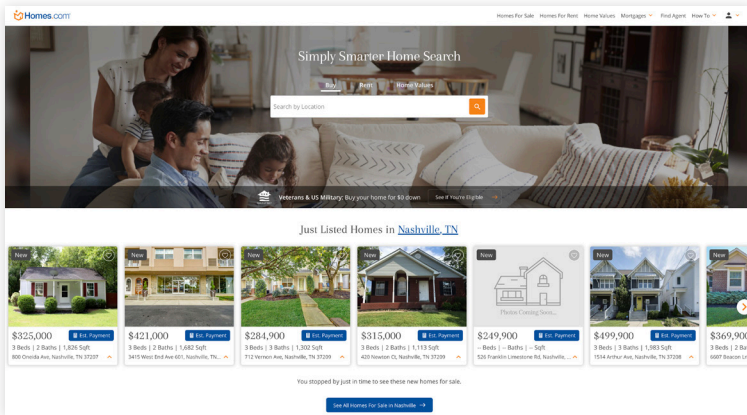
The Multiple Listing Service (MLS) is an extensive on-line database that includes all the listings from all the participating local brokerages. It is the single most important tool that brokerages and agents use when searching for available properties for their clients. It contains all the properties that are listed for sale in our market area. The instant a property's data is listed on our local MLS, 1,000's of Middle Tennessee agents have immediate, on-line access to all of the relevant information their buyer clients need.



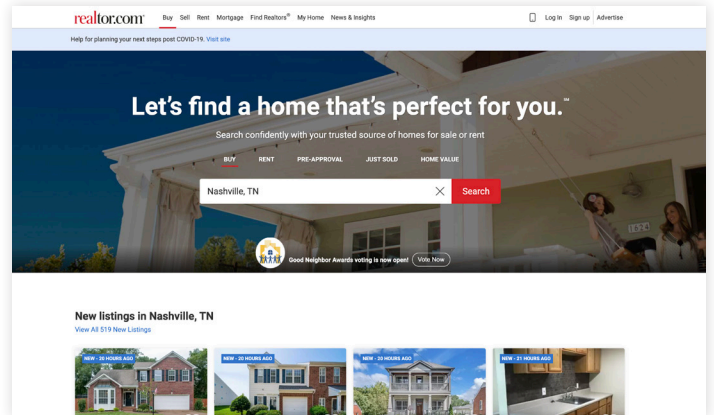
POPULAR REAL ESTATE SITES

The 4 Most Popular Websites for Real Estate

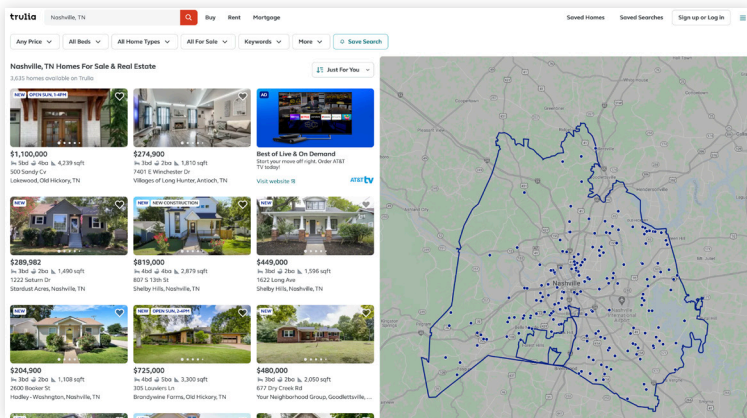
Nationally, these are continually the top 4 real estate websites. If you Google “Homes for Sale” these are often the first sites to come up. When a buyer selects their search criteria, and gets a set of TN properties to browse through, our listings stand out on the page - highlighted by descriptive headlines, body text and the inclusion of many high quality photos. When they click on one of our listings, our contact information is included so they can easily call or email us.



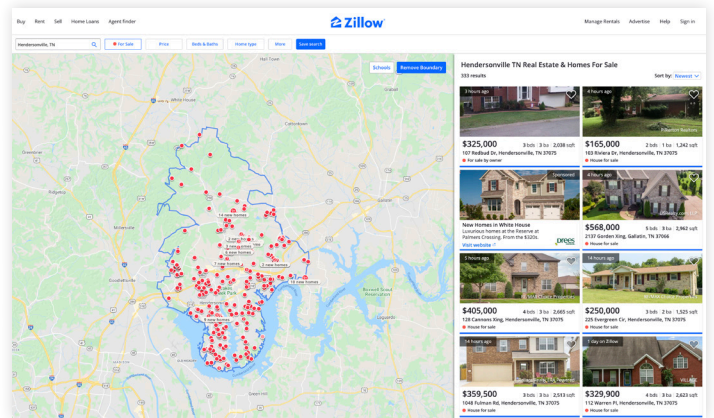
HOMES.COM



REALTOR.COM



TRULIA.COM



ZILLOW.COM



LOCAL AND NATIONAL SITES

100's of Other Realtor & Brokerage Affiliate Sites

We cannot guarantee third-party websites display all listing information at all times.

We strive to update and expand our network frequently. Please notify us immediately if your listing is presented incorrectly.



MARKETING

Social Media Marketing

Your home will also be marketed extensively on Facebook and Instagram, the world's leading social media sites.

I will market your home using proven approaches, including highly targeted ads, photos, and more.

Facebook and Instagram represent an opportunity to reach tens of thousands of local Nashville residents on sites where they already spend a lot of time.



SERVICE

What Else You Can Expect from Me

In addition to the services we have covered, you can expect from me the following:

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off.
- Regular communications 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 re-position your property 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.

LET'S GET STARTED

There is so much thought, knowledge and preparation that goes into a successful home-selling campaign. I will be your resourceful guide through every step. Let's get started on formulating our strategic plan to get your home sold.



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