

In Your  
Corner



# Property Marketing Services



Your Guide to Selling Your Property



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# Our *Story*

of

**Real People. Straight Answers. Proven Results.®**

Thank you for the opportunity to discuss the benefits of allowing ERA Sunrise Realty and our real estate agents to serve your real estate needs. We believe that quality blended with the pride we take in our exceptional service is the foundation for a successful business relationship.

We are a global brand with all the tools necessary to expose your home to the global marketplace. As the #1 ERA Company in Georgia, we have fully trained real estate agents with a proven track record who will offer you a system that delivers winning results.

In this package, you will find information that will help you start the process of selling your home. It will introduce you to our company's history and to the services your real estate agent will provide to sell your home quickly, all while providing you with exceptional service.

Your real estate agent will explain the listing process and answer any questions you may have. In the meantime, I am the local Broker Owner of this company that has our company and your best interests in mind every single day. Thank you again for the opportunity to help you reach your real estate goals.

Sincerely yours,

A handwritten signature in white ink that reads "David Moody". The signature is written in a cursive, flowing style.

David Moody, Broker Owner  
ERA Sunrise Realty

# Service with **PRIDE**



**6** offices

**1991** founded



affiliated broker since **2006**



Anywhere<sup>™</sup>  
Military  
Real Estate  
Benefits



Network

**37,000** affiliated brokers

**2,350** offices

**34** countries & territories

Preferred Agents:



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# Benefits of choosing



## Data-driven approach

We will determine the realistic value of your home using industry proven standards. Our qualified and knowledgeable agents who know and sell property in your neighborhood will render their expert opinion, and a written compilation and analysis of homes recently sold and on the market during the listing period will be used to get you the most money for your home.

## Agents

Our associates are highly professional and well trained by career-oriented consultants, and any agent that becomes part of the relocation department goes through an extensive background check.

## Technology

Multiple Listing Service: This gives the seller the widest exposure via computer technology. Your listing will be posted in every listing service possible to reach the widest target audience. **ERA Sunrise Realty** also uses a state of the art customer management system for ensuring agents have the marketing and “on the go” technology to keep up with today's fast paced world.

# Corporate Relocation

We are proud of our award-winning and highly competitive Corporate Relocation Department, where we bring together the many buyers and sellers across the country who are interested in Relo Services in Georgia. In addition, we can refer you to a qualified ERA Sales Associate in any state in the U.S. and 33 additional countries and territories around the world.

## Marketing

With our corporate Internet presence of Trulia, Zillow, Realtor.com, MilitaryByOwner.com, AHRN.com, Twitter, Facebook, major magazines, Distinctive Properties Magazine and many more specifically targeted outlets, our marketing is very competitive and very visible to not only our industry but the buyers looking for homes in your area. In addition, each agent has his/her own marketing toolkit to tailor a plan for you.

## Location

Our sales offices are spread throughout Georgia from Alpharetta and Athens to Augusta, Canton, Atlanta, and Duluth. We manage full-service clients throughout Metro Atlanta and all other major markets in the state.

Let our **DECADES** of  
proven results work  
for **YOU.**

# *How long will it take to* **sell?**

Key market factors play a role in every home sale. Our real estate professionals have the training and expertise to market your home in any economic condition.

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## **What we look at:**

### **Location**

Neighborhood desirability is the foundation of a home's fair market value

### **Timing**

The timing of listing your home and having a detailed marketing plan is imperative

### **Competition**

Commonly referred to as "comps," buyers will compare your property to others on the market and properties that recently have sold

### **Terms**

Flexibility in terms can expedite the sale process

### **Price**

A home not accurately priced can delay the receipt of an offer

### **Condition**

Optimizing the physical appearance and taking advantage of sought after features can maximize your home's value



# *What Improvements* provide a higher return?

**40-60%**

Adding a deck  
Repainting exterior

**80-115%**

Bathroom

**80-110%**

Kitchen

**60-80%**

Replace Flooring

**90-150%**

Exterior Painting

**25-40%**

Converting an attic,  
garage or basement  
into living space

Percentages reflect the value added to your home's value. These numbers can be found in multiple home renovation magazines, as well as on additional websites, including HGTV.com.

# Affiliated Business

## Home warranties

Many home purchasers erroneously assume that the seller is always liable when there is a defect or failure found in the home's cooling, heating, plumbing, electrical and/or appliances after the buyer moves in. Unless otherwise provided for in the contract, **risk of loss often falls on the buyer**. Even where the contract provides that heating, plumbing, pool and equipment, electrical, etc. be "operative" on or until the date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded and when they are to be made.

**Home warranty** plans go a long way to alleviate these risks and concerns. For a modest price, you can provide the buyer a one-year warranty covering heating and cooling systems, water heater, etc. For a small additional fee, you can ensure your home is covered under the warranty during the listing period as well.

# Making Closing convenient for you



## Where Do We Go?

When you close on your property, you will likely meet with your agent at one of our [ERA Sunrise Realty](#) offices or at an attorney's office. The choice of the closing attorney and location is something that can be determined in conversations with your agent and the agent representing the other party. Please note: You will need a **government issued photo ID at closing.**

## How Do We Know When?

Your closing date should be negotiated in your contract. Your [ERA Sunrise Realty](#) agent will work with the other party's agent and the closing attorney to make the appointment for closing.



# Preparing Your Home to sell

## **Curb appeal**

Getting your home in tip-top shape from the outside invites potential buyers in. Pressure wash the house and driveway, if needed. Plant flowers. Ensure lawn is mowed and edged. Purchase an inviting mat for guests to wipe their feet.

## **Clean and inviting**

Air out the home. Rid the house of any odors caused by pets and/or cigarettes/cigars. We are happy to refer a professional service to you, if needed.

## **Clear windows**

Wash all windows inside and out.

## **Flooring**

Carpets not cleaned in a year or more should be professionally cleaned. Overly soiled carpets should be replaced. Bare flooring, like hardwood or tile, should be waxed or polished.

## **De-personalize**

Remove personal decorations such as family photos. Let buyers picture their families in the home.

## **Large furniture & clutter**

Walkways should be clear, and furniture should complement the space. Remove any oversized furniture and use only pieces necessary.

## **Lighting**

Insert bright light bulbs into every socket made for a bulb. Bright and clean is inviting.

## **Closets**

Take time to declutter and clean out all closets throughout the home. Closets should appear spacious.

## **Kitchen & Bath**

Kitchen should be clean at all times, including appliances. Remove any hard water or soap scum stains from bathrooms. Re-caulk tubs, sinks and showers.

# Go the extra

## Mile....

### Fresh paint

A small investment in the walls, doors and trim can mean a check off a buyer's list.

### Updates

Many buyer's want updated equipment in the kitchen. Adding appliances, even though you may not update the entire space, could mean more money in your pocket at closing.

## A few more suggestions

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- Clean ashes from the fireplace
- Children's and pets' toys should be put up daily
- Every time you leave, the home should be in showing condition
- Remove any unnecessary items from the countertops in the kitchen and bathrooms
- Make sure yard is free from debris

# It's Time To Show

## Scents

Fresh-baked cookies leave an inviting smell and give the potential buyers a sweet treat.

## Be thoughtful

Leave a note for your guests and thank them for coming to look at the home. Leave some bottled waters and snacks – your potential buyer could be exhausted from a day of house hunting and likely will appreciate the small gesture.

## Light and bright

Leave lights on and window treatments open.

## No pets

Let Fido or Fluffy spend the day with a friend.

## Stay away

When it's time for your home to be shown, let all the work you've done speak for itself. Leave the premises and ensure all house hunters are gone before returning.



# What We Do

- Install all signs. Report to MLS - Multiple Listing Service, etc.
- Arrange for office tour by associates.
- Prepare marketing information and advertising.
- Place marketing data in home for prospective buyers.
- Distribute marketing materials to neighbors and the greater REALTOR® community.
- Attempt to give one-hour notice to show.
- Review marketing continuously.
- Follow up with other agents who show the home.
- Communicate with you regularly.
- Advise of possible solutions if home has not sold.
- Negotiate best contract for your needs.

# What You Do

- Complete all repairs and cleaning.
- "Stage" your home to garner more appeal.
- Keep home ready for showing.
- Hide valuables and prescriptions.
- Keep marketing information out for buyers.
- Call your ERA Sunrise Realty agent if information is depleted.
- Leave premises for showings.
- Call your ERA Sunrise Realty agent with any questions.
- Market your home to friends and acquaintances.
- Keep your ERA Sunrise Realty agent advised where to reach you or give permission to show if you are unavailable.
- Refuse to discuss terms with buyers or their agents without your ERA Sunrise Realty agent.

# Presentation of OFFERS

When an offer is presented, your ERA Sunrise Realty agent will present the **offer** in the most convenient option for you: in person or over the phone. He/she will also have the cooperating broker share buyer qualifications with you. **Together**, you and the agent will go over every item in the contract and afford you the opportunity to ask any questions so you can thoroughly **understand** the offer on the table.

Your ERA Sunrise Realty agent also will provide you with as much **input** as possible regarding the current market and financing activity, other sales to date, competition and broker comments.





# Negotiating

## The Sale

During the selling process, your ERA Sunrise Realty agent will **establish** and **explain** guidelines prior to presentation. He/she will present all offers to you as quickly as possible.

**Together**, you and your ERA Sunrise Realty agent will review the contract. Your agent will keep you up-to-date on current market activity, which may affect the strength of the offer.

**Honesty** and **fairness** are of the utmost importance to ERA Sunrise Realty, its brokers and agents. Your agent will **ensure** that all parties in all transactions are treated fairly and with honest consideration. He/she also will make certain there is **compliance** with disclosure laws and ordinances.

To view our current listings and to find out more, visit [ERASunriseRealty.com](https://ERASunriseRealty.com)

# Processing the sale

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- Your ERA Sunrise Realty agent has more responsibilities than listing and showing your home.
  - Open title through our closing coordinator.
  - Deliver earnest money check and obtain receipt from the listing broker.
  - Examine the Title Commitment for clouds and make sure problems are disclosed early so closing is not delayed.
  - Ensure you receive copies of all documentation pertinent to the transaction.
  - Note all contingencies and attempt to remove them within the time limit provided or get a time extension, if needed.
  - Keep you abreast of buyer's loan application and the progress of the appraisal on your home.
  - Keep you informed of inspection findings.
  - Verify any required termite treatments have been done and certificate is received.
  - Follow up on required repairs.
  - Verify survey has been ordered and completed.
  - Provide title company with any charges for settlement statement.
  - Have closing papers drawn before closing so if any problems arise, we can solve them.
  - Coordinate the closing and move-in dates so they are as convenient to both parties as possible.
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# Ready To Move!

## Before You Go

### Send your change of address to:

U.S. Post Office

All banking, credit card accounts

Subscriptions

Friends and relatives

### Notification

Notify company of new location for coverage of all insurance types (life, health, fire and auto).

Set up/disconnect all gas, electric, water, telephone and fuel accounts.

Medical/Dental: Ask doctors for referrals and get prescriptions refilled. Transfer needed prescriptions (medicine and eyeglasses), X-rays. Obtain medical records, birth certificates, etc.

Transfer funds if needed.

### Don't forget:

- Empty, defrost and clean freezer/refrigerator.
- Clean rugs and wrap for moving.
- Consult with moving counselor.
- Have appliances serviced for moving.
- Insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment, any airline needs.



# Prepare For



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# Moving Day!



# Moving Day is here

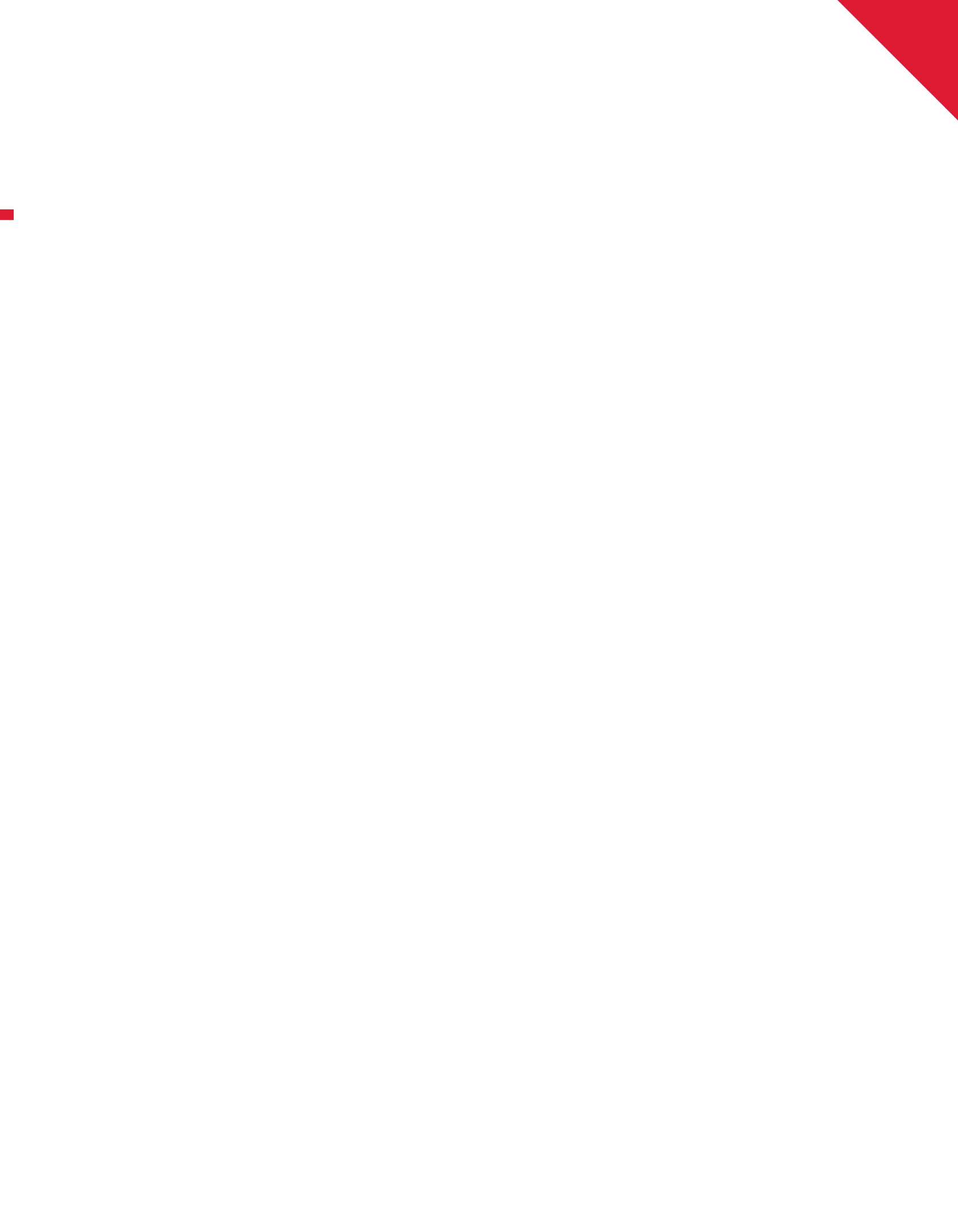
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- Carry enough cash or traveler's checks to cover the cost of moving services and expenses until you make banking connections in a new city, if applicable.
- Carry jewelry and documents yourself or use registered mail.
- Check to make sure your old/new utilities have been discontinued/connected.
- Apply for your new driver's license if you move to a different state. If you are remaining in the same state, file for a change of address with the Department of Driver Services.
- Register your car within five days of arrival.
- Register children in school.
- Plan for transportation of pets
- Arrange for medical services: doctors, dentist, etc..



**We Have offices in North and East Georgia, including:**

Augusta  
Athens  
Milton  
Atlanta  
Canton  
Duluth





**Real** People. **Straight** Answers. **Proven** Results.



**To find an agent today, visit  
ERASunriseRealty.com or scan the  
code above.**

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