

A GUIDE FOR

SELLING YOUR HOME IN THIS COMPETITIVE MARKET



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KELLERWILLIAMS® *and*
MAINLINEHAVEN.COM

all things real estate and home



It's best to get it right the first time. In this competitive real estate market, you need a plan and a team working on your home sale to deliver optimal results.

We've created a plan and built a team to do just that.

MAIN LINE HAVEN

TOGETHER WE ARE BETTER

SERVICE KNOWLEDGE RESOURCES

REAL ESTATE CONSTRUCTION INTERIOR DESIGN

IT'S A LOT

THERE'S A LOT THAT NEEDS TO HAPPEN TO HAVE A SUCCESSFUL HOME SALE. HERE'S A PREVIEW OF WHAT NEEDS TO OCCUR.

It matters which REALTOR you choose.



Preparing for Sale

- Conduct comparative market analysis to establish a fair market value of your home
- Recommend improvements to maximize your home's value
- Order prelisting appraisal
- Order prelisting inspection
- Get quotes on repairs
- Complete repairs
- Stage Home
- Review schedule with seller
- Photography
- Prepare and complete the listing agreement
- Design marketing materials for home
- Place lockbox on property if needed

Marketing your Home

- Enter listing information into the MLS
- Place a "For Sale" sign on your property
- Notify top local agents of this new listing
- Schedule your home for office tour
- Schedule your home for MLS tour
- Distribute "Just Listed" flyers to your neighborhood
- Post your home information on the internet
- Schedule and hold open houses
- Notify all potential buyers with details of listing
- Arrange showings for other agents

Communicating with You

- Contact you regularly with feedback
- Prepare and deliver regular progress reports to you
- Discuss all marketing activities with you

Coordinating the Sale

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Make sure all repairs have been made
- Review settlement sheet with sellers
- Prepare and finalize the close
- Schedule the final walkthrough
- Attend settlement



THE PLAN

WORKING TOGETHER
FOR RESULTS

There are things that need to be done in order to have a successful home sale.

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

Homes in our area range from 250K to 5 million plus. We don't believe in a "one size fits all" when it comes to a marketing campaign. But for every home that we sell, the elements that come together for a successful sale include price, condition and a marketing effort to attract the right buyer for a property.

*We don't just "try things."
We spend time creating a
plan because the best
results come from a
purposeful plan. Here's a
glimpse of our strategy:*

Provide unmatched marketing including professional staging, photography, video and custom property web sites.

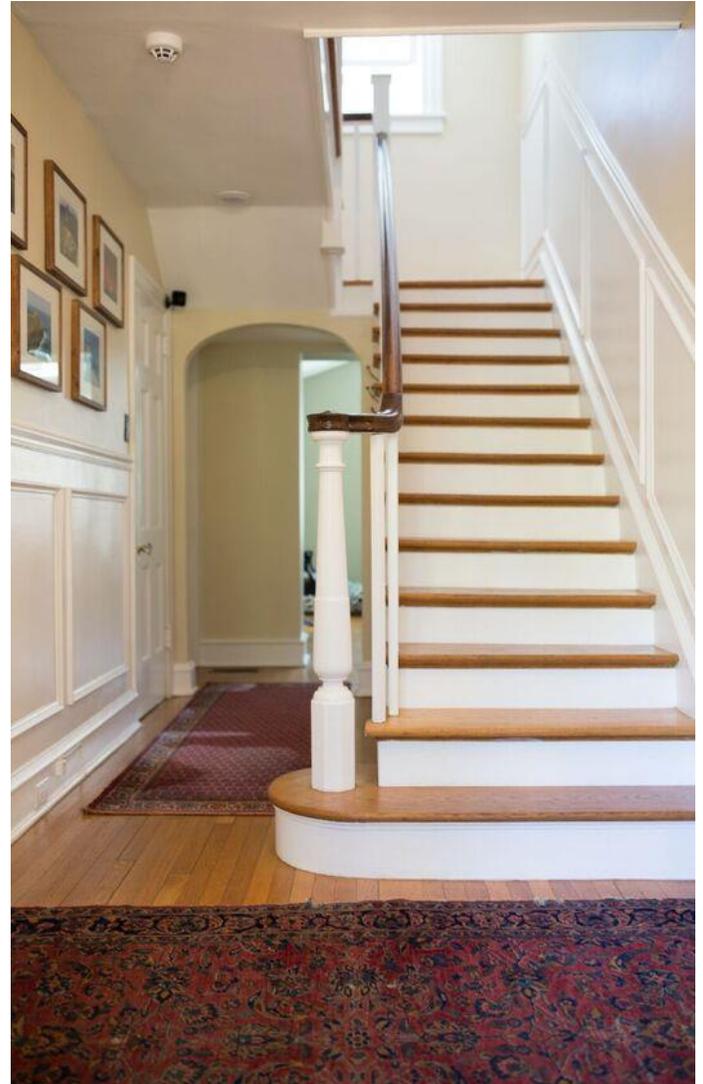
Determine the best asking price for your home so you can receive **top dollar** and secure a qualified buyer within your specific time frame.

Enhance both the perceived - and actual - value of your home, enabling you to command a higher asking price.

Avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.

Provide excellent customer service to our clients.

Provide resources throughout the entire home sale process.



PURPOSE

A WELL THOUGHT OUT PLAN IS WHAT
SEPERATES THE BEST FROM THE REST



Combining the right real estate team with the right marketing plan is the difference between listing a home and getting it sold.

Helping clients sell homes is about so much more than a MLS listing and a financial transaction. There are many more aspects to understand in order to assure that all parties are completely satisfied with a home sale.

"Haven was terrific! Not only is she friendly, but also extremely knowledgeable about the Main Line market. She was always available to respond to my phone and email questions. She was patient in my search and handled all purchase negotiations with the utmost professionalism. Her attention to detail can't be matched. I would highly recommend Haven to any potential client." Molly, Havertown





Haven Duddy, Realtor



Brooke Brennan, Realtor



Operations



Marketing



Editor



Construction



Staging



Photography

THE TEAM

WORKING TOGETHER FOR RESULTS

We value that people have various areas of expertise, and we believe that if we bring those talents together we can produce a higher quality service for our clients.

We realize that you have a choice when hiring an agent to help you sell your home and we know that you want someone who is committed to working hard to deliver results.

With a commitment first to providing superior customer service to our clients, backed with the team above and supported on the foundation of Keller Williams Realty, our professional Realtors at Main Line Haven are able to offer a service second to none. With resources in construction and interior design, and a team of people whose skills are needed when you are buying or selling, we created a real estate service plan that makes choosing a Main Line Haven Realtor the right choice.

"I have known Haven for many years and have worked with her once in 2009 to sell my house and then again in 2011/2012 to purchase a home. Both times she was very knowledgeable about the housing market and provided constant data on the market environment. She is very thorough and effective when dealing with other agents. She has an extremely professional attitude and therefore, she gets the best result possible for her client." Lisa, Villanova

HAVEN DUDDY

MAIN LINE HAVEN

TOGETHER WE ARE BETTER

SERVICES KNOWLEDGE RESOURCES

REAL ESTATE CONSTRUCTION INTERIOR DESIGN

MEET HAVEN

FOUNDER OF
MAIN LINE HAVEN



I am a REALTOR, an interior design enthusiast, and wife of a general contractor living with my family of five along the Main Line. With my name being Haven, I wonder if I was destined to love all things home. I started out in real estate over 12 years ago, and after marrying my husband, Patrick, who owns a construction company, our careers began to merge. Our joint love for renovation and remodeling, combined with our knowledge in real estate, construction and interior design destined us for a life of ALL THINGS HOME.

I created the Main Line Haven Real Estate Division of Keller Williams in Wayne with a big vision. I want to be the number one resource for real estate along the Main Line. Creating a home often starts with the sale or purchase of a property. I wanted to bring my knowledge of construction and interior design to real estate as we believe it adds value during a sale. I also created a team of talented people whose skills are needed throughout the sales process because I believe that if we work together we can produce the best results.

My primary business is real estate, but I love all things home and working with people. Helping my clients buy and sell homes along the Main Line is rewarding to me. It's more than just a financial transaction, it's about helping my clients create the life that they seek.

PRICE

NO AMOUNT OF
MARKETING CAN
SELL AN
OVERPRICED HOME.

We believe in the value of having a property appraised. When you list and close your home with us, we will pay for a prelisting appraisal.

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. Improperly pricing a piece of real estate is typically the number one cause for it not selling.

There are many strategies when you're trying to sell a home, but there is only one proven strategy: pricing a property competitively and correctly.

Many realtors try and overprice listings by leaving it on the market for a long period slowly reducing the price. Another strategy is under-pricing listings quickly generating numerous offers to hopefully bid up the price.

Neither choice is the best option for you, the client. Pricing a property correctly gives you, the owner, the highest return in the shortest period of time. We look to price your property very competitively within the market allowing you to obtain top dollar in a time frame desirable to you.

Hi Rob,
Here is your Market Snapshot for Earles Ln 19073, Residential, 4 beds. [Change location](#)

Home | Map

Earles Ln
4 beds

Average Asking Price
\$928K
For comparable homes

Average Sold Price
3%
below asking price

Average Days on Market
128 days
Average days on market for all comparable homes

Homes for Sale
27%
increase in inventory
It looks like it's a **Neutral Market**

View comparable listings in this area

New For Sale	For Sale	Sold	Pending	Expired/Cancelled
1	23	12	1	1

Sort by Most Recent

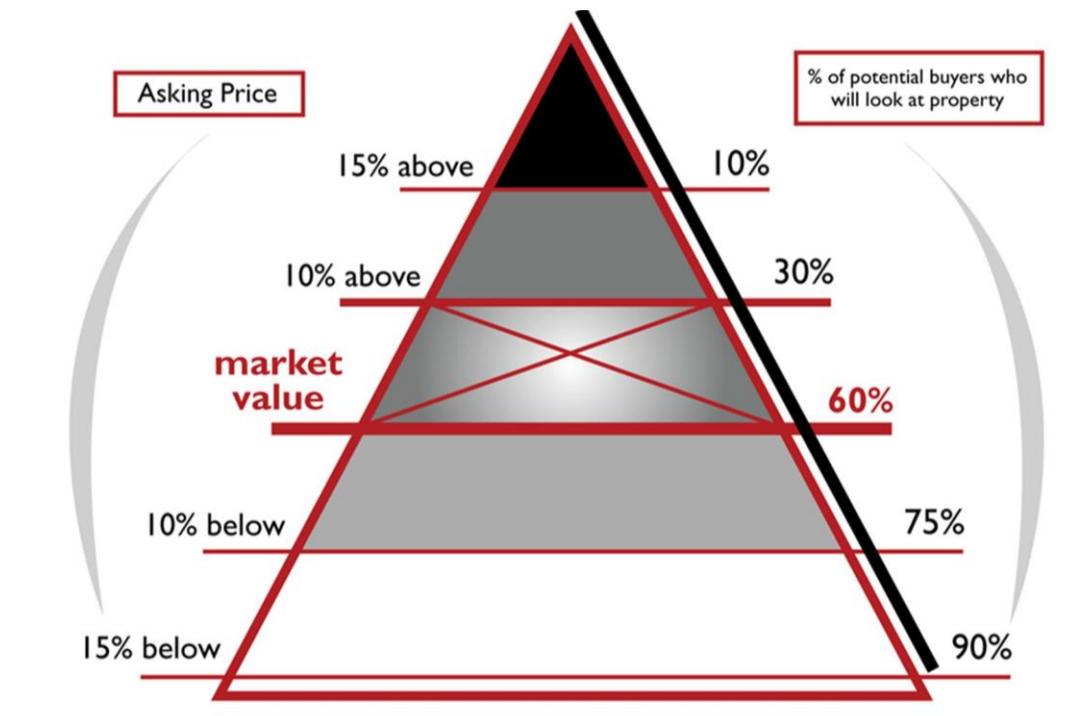
\$500,000
107 Chestnut Street
4 bd - 4 ba - 2900 sq ft
List Date: Jul 28, 2015
NEW LISTING

\$720,000
963 Beverly Lane
4 bd - 4 ba - 3209 sq ft
Sold Date: Jul 19, 2015
SOLD

\$674,000
300 Crum Creek Lane
4 bd - 4 ba - 3485 sq ft
List Date: Jul 15, 2015
FOR SALE

GETTING THE BEST RETURN ON YOUR INVESTMENT

means pricing your home at the right price.



Benefits of having a professional appraisal:

You receive an unbiased, third party opinion, of the market value of your home by a trained professional.

You are positioned to quickly recognize and respond to a market offer.

You are positioned to challenge a lender's low appraisal.

You avoid the common practice of a real estate agent "buying your listing" by suggesting a higher price than can be achieved. Because the agent would then be reluctant to suggest a price reduction early in the marketing process, you lose valuable time during those critical first several weeks on the market.



MARKET VALUE

BUYERS IN EVERY PRICE POINT
KNOW WHEN A PROPERTY COMES
ON THE MARKET THAT STANDS
OUT AS A REAL VALUE

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 Spent on Improvements

*Please keep in mind,
the agent doesn't set
the price, the seller
doesn't set the price -
the market will set
the price, or value, for
your home.*



CONDITION

**FIX IT NOW,
IT'LL COST YOU MORE LATER**

We believe in the value of having a property inspected. When you list and close your home with us, we will pay for a prelisting inspection.

With the typical agent, 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, thus 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 and command a higher price.

We 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.



You need access to professional contractors that you can trust throughout the home sale process.

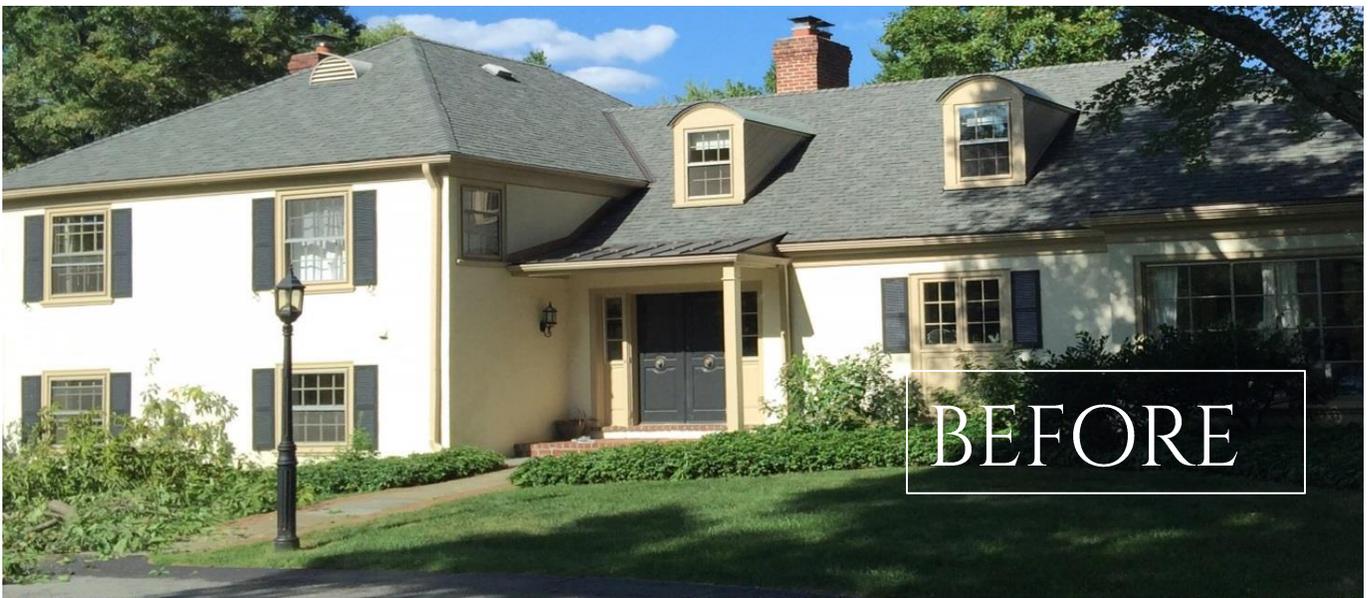
RESOURCES

WE HAVE RELATIONSHIPS WITH CONTRACTORS IN ALL FIELDS

Haven Duddy and Patrick Duddy, owner of Duddy Construction, are a husband and wife team. They make a great pair because they help each other whenever their skills are needed with any of their clients. Together they have renovated homes along the Main Line and have acquired several investment properties. Real estate, construction and helping people create a home that they love is their life.

Many times contractors are needed during a home sale. Our relationship with Duddy Construction allows our clients to have access to one of the area's most trusted residential construction companies. Having been in business for over 40 years with a five star Houzz rating, Duddy Construction and their subcontractors are available to:

- Provide estimates on any home repair or renovation project.
- Complete any work within the required time period.
- Provide high quality craftsmanship on all projects.
- Give ball park estimates on larger projects such as kitchen, additions, bathrooms, etc.
- Help in any way they can to assist with your home sale.



BEFORE



MAIN LINE HAVEN

SERVICE KNOWLEDGE RESOURCES

REAL ESTATE CONSTRUCTION INTERIOR DESIGN

Our clients leverage our knowledge in construction and interior design to complete projects that look great, are quality constructed and have the best return on their investment. Real estate, construction and interior design are elements that come together when you determine the overall value of a property.

This exterior renovation project in Wayne was recently completed by our team.



LOOKS MATTER

**WE KNOW WHAT
BUYERS WANT TO SEE
WHEN THEY WALK
INTO YOUR HOME.**

We believe in the value of having a property staged. When you list your home with us, we will pay for 4 hours with an interior designer to help stage your home.

Once we have had your home inspected and make the necessary repairs we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers. Well-staged homes look better, photograph better, show better and sell faster than non-staged homes.

Home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home. An AOL Money & Finance poll revealed that 87% of respondents said that home presentation makes the difference in most sales.

While many agents overlook the presentation of your home and push for price reductions; the problems, whether perceived or real, still exist.



Your Agent will work with you, and our on-staff Main Line Haven interior designer, to help stage and prepare your home for sale.

"Haven combines an incredible eye for style and design with cutting edge knowledge of the real estate market to provide an unparalleled service. When it was time to sell, Haven came over to our house and staged our home. She changed the curtains, moved some furniture around, even bringing over pieces of furniture from her house to make our home picture perfect. We listed our house and received multiple offers within a few days. After all the negotiations we were able to secure an offer above our list price. I would definitely recommend her to anyone looking to sell their home. She is friendly and professional! She is any seller's dream!"

Josh and Aimee, Ardmore



CAMERA READY

**PROFESSIONAL
PHOTOGRAPHY IS
CRITICAL TO GETTING
THE RIGHT ATTENTION**

After your home is staged, we will pay to have it professionally photographed.

We also create videos of your home for advertisements on social media.

With 95% of buyers using the internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it personally. Getting and holding their attention online with professional photography is one way to increase the probability of an in-person showing.

Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.



SHOW OFF

**YOUR HOME IS PRICED
ACCURATELY AND
LOOKS GREAT.
LET'S MARKET IT NOW!**

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.

85% of all home sales in our area 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.

*The marketing of your home
will reflect an established
history of how buyers search
for, and purchase, homes.*

ATTRACT YOUR BUYER

95% OF BUYERS USE THE INTERNET TO LOOK FOR HOMES. YOU NEED A MIX OF INTERNET MARKETING AND TRADITIONAL MARKETING TO REACH THE MOST BUYERS.

Your home needs to be marketed all over a myriad of internet sites. It will be featured on over 600 internet sites. We look to not only flood the internet with your listing, but we go beyond that. We created the number one "all things home" website along the Main Line. We will go the extra mile because we know that it makes a difference.

- Video tour of property.
- Blog post on property discussing special features and targeted to attract the right buyer for your home.
- Special event at property (with your approval) to gain exposure.
- Calls to other agents to build the necessary awareness of your property.
- Host both traditional open houses as well as broker's open houses.
- Targeted Facebook ads to reach buyers.
- Information packets at property for interested buyers.

HOME FAQ'S BLOG MEET HAVEN REAL ESTATE CONSTRUCTION INTERIOR DESIGN SHOPS & SERVICES MY HOME More

main line haven ALL THINGS HOME

YOUR MAIN LINE SOURCE FOR ALL THINGS HOME

FIND, IMPROVE & DESIGN

From buying & selling, to construction and design resources, plus how to truly live in your home and keep it looking and feeling like your own personal haven. There is nothing greater than the possibility of home and what that can mean in our lives. Start your journey to creating a home that you love today.

RECENT POSTS FROM THE BLOG

Search title

See what's new For all things home

Email Address

Summer Entertaining at Home June 27, 2016

Blue And White Living Room Design June 25, 2016

5 Herbs Everyone Should Grow June 22, 2016

What Does Summer Look Like? June 18, 2016

A Foundation To Build On June 16, 2016

this time, project is their own
A couple shares and builds their own all-in-one bedroom, kitchen, bath
FEATURE IN
PHILADELPHIA INQUIRER

main line haven

ALL THINGS HOME

THE MAIN LINE'S RESOURCE FOR ALL THINGS HOME

Real estate is just one piece of the puzzle when you're trying to create a home that you love. We created Main Line Haven as a resource for real estate and all things home. Our website has services, inspiration and resources for real estate, construction and interior design.

11,000 PLUS

Unique Local Visitors

We have thousands of monthly visitors to our "All Things Home" website/blog. We reach over 10,000 people weekly on our Facebook page.

UNIQUE

When you're selling homes in a competitive market like the Main Line, it's important to have a team working to position your property for maximum exposure. We are always coming up with unique ways to market homes through our website and events.

LEVERAGE

We leverage our knowledge and skills in real estate, construction and interior design to add value to our readers and our clients.



proud to be featured in

The Inquirer
DAILY NEWS philly.com

MAIN LINE TODAY

ARONIMINK & GREENE COUNTRIE *living*
A SOCIAL PUBLICATION FOR THE RESIDENTS OF ARONIMINK AND GREENE COUNTRIE

**OUR PLAN AND TEAM WILL HAVE YOU MOVING IN THE
RIGHT DIRECTION.**

SOLD

We can only give you so much in this introductory packet. This is meant to inform you of what we bring to the table and what we can do to get your home sold. We would love to schedule a more formal meeting that is tailored specifically to your home selling.

Scheduling a meeting allows us to meet in person and explain how we will successfully sell your home. Nothing is binding and there are no obligations. It is simply just a way to see if you feel we are the right people for the job of selling your home.

Contact us today!

MAINLINE HAVEN.COM

Keller Williams Devon/Wayne
744 W. Lancaster Avenue, Wayne PA 19087

610 - 647- 8300 Main Office

484- 614- 2362 Haven Duddy cell

haven@mainlinehaven.com

484- 620 - 5781 Brooke Brennan cell

Brooke@mainlinehaven.com

kw

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MAINLINEHAVEN[®].COM**

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