

# AGENT **aw** WIGGINS

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Dear Seller,

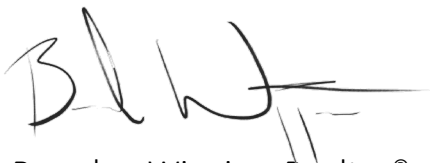
Thank you for taking the time in reviewing the next few pages in preparation of selling your home. I understand the important role you are in with choosing the correct agent, and I appreciate having the chance to demonstrate what we can do for you.

I've been a member of the McKimmey team since 2015. They have been in business for over 30 years consisting of around 100 agents and brokers. The atmosphere is family oriented there. The owners are there daily and are always happy to help. This vibe flows through the rest of the team and I am happy to have the bond that I do with so many of my fellow agents. I strongly believe that a healthy work environment is key to great success and I have always felt that here. I have been in real estate since 2012, and my experience and vision gives me the edge over others to take your home to the next level and end with the best possible scenario for you and your needs.

In this packet, I have included for you the process of selling your home. I also explain what I will do to market your home to the most people possible, and strategies on how to get your home sold as quickly as possible and for the highest price. Feel free to reference this packet throughout the selling process.

Thank you again and look forward to working with you soon!

Sincerely,

A handwritten signature in black ink, appearing to read 'Brandon Wiggins', with a long horizontal flourish extending to the right.

Brandon Wiggins, Realtor®

## Real Estate Biography

With a passion for real estate, I have been dedicated to helping realize the most potential in a new home for my clients. My love runs deep in all areas of real estate including managing rental property, investing, and being a professional REALTOR® with McKimney Associates, Realtors. With a background in property management, I am able to utilize skills acquired from my accounting degree in every deal, relaying the importance of keeping the financial side of the transaction in clear view. As an investor in real estate since 2012, my time spent gaining knowledge of local neighborhoods and markets greatly benefits clients. With experience in renovating properties, I will help envision the possibilities of what a house can be. Since each experience is unique with styles and preferences, this expertise proves valuable.

I know the experience a client goes through can be overwhelming, so I make sure to keep in close contact. This communication helps keep everyone informed of the daily changes that can happen in a real estate transaction which eases the stress of this life-changing journey. Having close collaboration with the team that helps carry out the sell or purchase of a home, I will keep the transaction flowing smoothly from start to finish.

Buyers benefit from my ability to search outside the box and reveal potential homes that otherwise may be missed. Sellers go in knowing that I will list their home on more than 70 online sites including my own, in addition to the use of yard signs, email marketing, the Multiple Listing Service, and open houses to ensure the listing gets viewed by as many people as possible. Whether you're a first-time buyer or selling your current home to purchase your dream home, you can be confident in choosing a REALTOR® that puts you first.

### Why Choose a Great Agent

- Marketing your home to the masses is where a great agent differs from the rest. Instead of putting a sign in the yard and adding your home to the MLS, I strive to make sure I use every avenue to get the most views on your home.
- I will prescreen buyers before they enter your home, which proves to be a legitimate safety issue. By checking to see if the buyers are preapproved and can afford to purchase your home, I can help you avoid wasting time showing your home to unrealistic buyers.
- Agents have the ability to show your home at anytime during the day when you may be unavailable to meet a buyer's schedule. This gets the most showings in the shortest amount of time which brings offers sooner.
- I follow up with agents and clients to get valuable feedback from showings on what they liked and what could be improved upon to help sell your home faster.
- Agents acquire a certain skill in negotiating. Knowing other homes in the same market and how sells are progressing in other markets play a large roll in the final price. I will not only provide valuable information to buyers to help sell your home but also have the leverage in knowing the target price to sell it right.

## Preparing your Home to Sell

- Staging/preparing your home to show. This process will help buyers visualize the proper use of each space that would appeal to most buyers. This process also declutters your home and rids of any personal items to help your home be at its safest for showings.
- The first impression the potential buyer receives of your home is vital to a successful sale. Make sure you tidy up your driveway, sidewalk, porch, and around your front door. The doorway is the focal point, so repaint and replace hardware if needed. Keep the lawn trimmed and edged, and adding colorful plants to landscaping can help with minimal expense.
- Make sure you remove clutter from your kitchen and bathrooms, keep dirty dishes from piling up on counters or in sink, remove personal care items, and keep laundry put away. Think about replacing hardware for an updated look.
- In your living areas, dust or replace blinds, dust your ceiling fans, remove some but not all personal art and pictures. Less is more!
- If you have too many items, it may be beneficial to rent a storage unit for a couple of months. When buyers view the home, they'll look in closets and garages, so if they see everything piled up and "stuffed" away, they may think the house doesn't have enough storage.
- Think about appealing to the senses. Buyers are attracted to properties that are light and appear fresh and clean. Open window curtains and blinds to let in natural light. Replace light bulbs. Avoid pet odors, tobacco, cooking, and oil or gas smells.
- Don't overdo sprays and plug-ins. Some scents can be overwhelming to buyers, keep the smell clean and fresh.
- Remember to look at the house as a buyer. By doing this, you can dramatically increase the desirability of your house.

## Marketing Your Home

- Conduct a Comparative Market Analysis for your home to recommend the best starting list price for the most attention and quality offers to get you the best final price. This includes listening to your needs on whether a quicker sale or higher price is right for you.
- Add a For Sale sign to the front yard and a lock box to give the opportunity of other agents to show your house.
- Add your home to the Multiple Listing Service (MLS). This system gives all other agents access to see the home and is the number one spot to market properties across all real estate companies.
- Add your home to over 70 real estate websites including enhanced versions of Realtor.com and Zillow, McKimmey.com, and my personal website for the best marketing opportunity possible.
- Virtual Tour
- Start a Social media campaign that includes
  - Paid Facebook ads
  - Digital repurposing
  - Retargeting campaigns
  - Video ads of the virtual tour on Facebook, YouTube, and Instagram
- Listing flyers to surrounding area
- Email blasts to existing buyers
- Open houses to the public
  - Great exposure to the market
  - Generate interest
  - Feedback about house and market
- Organize showings with other agents
- Communication with any updates or at least weekly if none.
- Make possible market adjustments if needed

### Having an Offer

- Options with offers
  - Accept – you can accept the proposed offer and all contingencies
  - Counter – this will change a few things of the current offer more in your favor and give the buyer the option to accept or reject.
  - Reject – reject the current offer and look forward to the next one.
- Multiple offers – in many cases you will receive multiple offers. While the price is usually the one thing most will go on, there are many other options in an offer than can make a lower amount more favorable. I'll be here to help with all offers and give the pros and cons to each.
- Negotiating counters – this is where an agent's expertise really comes in. Changes in the market can change in the time between putting your home on the market and receiving an offer. I'll be able to use the most current market trends and most recent sales in your neighborhood to help keep your numbers where they deserve to be.
- Taking backup offers – after the contract has been accepted, we will put your home in the status to take backup offers. This is just in case the accepted offer falls through for us to have buyers on standby.

### After The Offer is Accepted

- Most important first item is the Buyer's inspection. Buyer will have 10 business days to have an inspection and recommend any repairs to be made by seller
  - You will then have 5 business days to respond with which, if any, repairs you will complete prior to closing.
- During the offer and closing, there will be multiple forms to sign and communication with your bank and title company will increase. I will continue to communicate with you, your bank and title company, as well as with the buyer's team (including agents, banks, title company, inspector, etc.)
- Preparing for after close. The closing date always approaches quickly, and the next steps could keep make the transition easier...
  - Keep track of your mail to know which common companies to change the address on
  - Forward your mail to the new address
  - Keep things clean and well maintained. The buyers will perform a final walk through prior to closing, make sure everything is still perfect!

# Just a few Sites We List On!





## Top Improvements with Best Return on Investment

\*\*per fortunebuilders.com report

<u>Improvement</u>	<u>Return on Investment</u>
1. Minor Bathroom Remodel	102%
3. Landscaping	100%
4. Minor Kitchen Remodel	98%
5. Attic Bedroom Conversion	93%
6. Major Kitchen Remodel	91%
7. Entry Door Replacement	90%
8. Deck/Patio Addition	90%
9. Basement Remodel	90%
10. Replace Windows	89%

## Standard Timeline

- Buyer submits original offer
  - Seller usually has 24-72 hours to respond
  - Contract can be accepted, rejected or countered
- Have accepted offer
  - Seller has **3 BUSINESS DAYS** from accepted offer to submit Property Disclosure and Lead Based Paint Disclosure (if needed)
  - Buyer has **5 BUSINESS DAYS** from accepted offer to submit bank letter of approval for loan
  - Buyer has **10 BUSINESS DAYS** from accepted offer to hire an inspector and submit an Inspection, Repair and Survey Addendum
    - Seller has **5 BUSINESS DAYS** from receipt of Addendum to respond
  - Buyer has **10 BUSINESS DAYS** from accepted offer to obtain ability for insurance on property
  - Seller has **10 BUSINESS DAYS** from accepted offer to submit Letter of Clearance for termites by termite company (usually ordered by title company)
- If any 3<sup>rd</sup> party requirements (FHA, VA, or RD appraisers; termite or lender repairs)
  - Seller has **5 BUSINESS DAYS** from receipt of 3<sup>rd</sup> party repair requirements to respond
- 7-10 days prior to closing
  - Buyer should have utilities scheduled to be changed into their name
- 3 days prior to closing
  - Title company will submit Settlement Statements for review by buyer and seller
- 1 day prior to closing
  - Buyer will have final walk through of property
- Close at Sellers title company (chosen beforehand by seller or agent)

# AGENT **aw** WIGGINS

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## Contact Me



### Brandon Wiggins, Realtor®



501-940-4449



brandonwiggins@mckimmey.com



[www.agentwigginsrealtor.com](http://www.agentwigginsrealtor.com)



Instagram.com/agentwigginsrealtor



Find Me On YouTube!



### McKimmey Associates, Realtors®



501-812-3500



5317 JFK Blvd. NLR, AR 72116



[www.mckimmey.com](http://www.mckimmey.com)

Customer Contact Sheet

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Cell Phone: (    ) \_\_\_\_\_

Work Phone: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

Driver License Number: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Cell Phone: (    ) \_\_\_\_\_

Work Phone: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

Driver License Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Present Mortgagee: \_\_\_\_\_

Second Mortgagee: \_\_\_\_\_

Expected Title Company: \_\_\_\_\_

Title Company Officer: \_\_\_\_\_

Current Termite Company: \_\_\_\_\_