



# SOLD.

sisters & co.  
🔑

FROM START TO SOLD. ALL  
THE DETAILS YOU NEED TO  
SUCCESSFULLY LIST & SELL  
YOUR HOME.





# WELCOME

*Hi, we're the Property sisters  
and we believe in home.*

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

*Gina & Josie*



*About Us*

*Successful Selling Process*

*Listing Consultation*

*Prepping the Home*

*Photos & Timeline*

*Marketing*

*Online Debut*

*Contingency Period*

*Closing Day*



ABOUT US

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# GINA BRASHEARS & JOSIE FAWVER

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We are real estate agents who are passionate about making the buying and selling process a positive one that you'll never forget. We are here for the long haul, and closing day is just the beginning of our relationship! We want to be your real estate (and anything else) advisors for life.



*Gina & Josie*

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# WHY HIRE US?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will we always be available to take calls and show properties, but we'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.

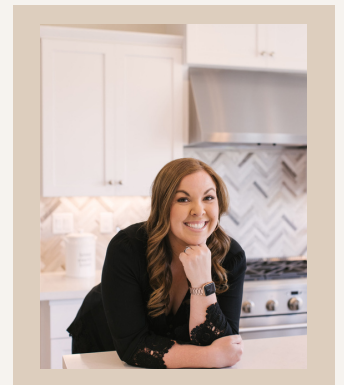
## SAY HELLO TO OUR TEAM...



JOSIE



GINA



JENI

# SUCCESSFUL SELLING PROCESS



WE KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter.

The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING  
CONSULTATION |  
SET PRICE

PROFESSIONAL  
PHOTOS AND  
VIDEO

OPEN HOUSE |  
OFFER  
PRESENTATION

CLOSE ON THE  
HOUSE (AND  
CELEBRATE)

GET THE HOME  
READY FOR THE  
MARKET

ONLINE DEBUT  
| LISTED FOR  
SALE

CONTINGENCY  
REMOVAL  
PERIOD



# LISTING CONSULTATION

This is where we make a plan together. As your agents, We're going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. This way we can ensure we address the most important issues.



*A few things to think about...*

*What is your moving timeline?*

*What do you hope to net from your home sale?*

*What concerns do you have about listing or buying?*

*Write these things down before we meet so we can talk through all the details!*

*-Gina & Josie*



# SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

## NOTES

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# PREPPING THE HOME

Cleaning & prepping your home to sell  
can increase its value by 3%-5%

## *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

## *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

## *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

## *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

## *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

## *Front Entry*

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

## *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint

## *Final Clean*

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

# *Pre-List* TO DO LIST

## BATHROOMS

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## KITCHEN

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## BACKYARD

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## FAMILY ROOM

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## FRONT ENTRY

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## BEDROOMS

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## MISCELLANEOUS

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## PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



## *Shocking Truths...*



homes listed 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.



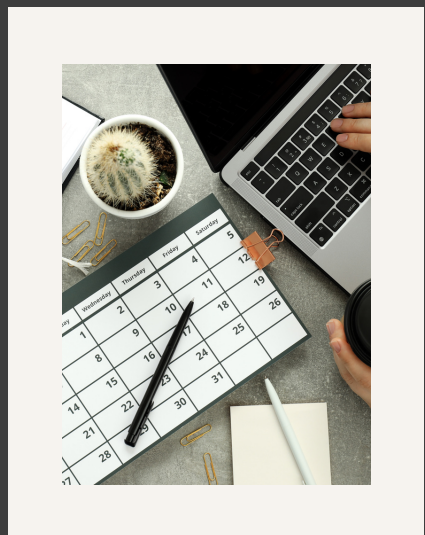
# GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken beginning of the week or the week prior.

We'll do staging (if needed) and cleaning prior to photo day. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos will then be edited and used to build the following marketing materials:

- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



## GOING TO MARKET

# *Three Step Marketing Process*

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



## THE DETAILS...

01

MAILERS: We know, most agents will tell you these are a waste of time and money, but our data tells us otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house.

03

OPEN HOUSE: The Open House allows the buyer to see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

# ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*We give your home as much  
visibility as possible using a variety  
of tools to ensure your home is seen  
by thousands of potential buyers*

Of course, we don't forget the basics: we publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.



# OPEN HOUSE

Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.



# OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





# CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: signing docs/depositing money, and recording with the county.

By working closely with us and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



# COMMON

## *01 Inspection Contingency*

Every contract has a 17-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

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## *02 Financing Contingency*

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

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## *03 Appraisal Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

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## *04 Home Sale Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

# CONTINGENCIES





# CLOSING DAY

This is it! The big day!!! We've done this hundreds of times and we promise you, we'll get through it just fine. You'll be signing a lot of paperwork before today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Your proceeds will hit your account within 24 hours. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.





## *What you* **CAN EXPECT**

We know this is about more than selling high and buying low and we can promise you that while there will be some bumps in the process, we'll be doing our best to help you avoid any delays or roadblocks. You can expect weekly phone calls with our trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

*Gina & Josie*

# *what others* **ARE SAYING**



KATIE T.

We were recommended the property sisters by two different people, so we decided to interview them to possibly sell our home. They came prepared with all the the facts and figures for our area and were so warm and friendly! After the interview my husband and I decided to cancel the other interviews we had scheduled. We didn't need to meet anyone else to know we had found our team! Josie and Gina are so down to earth and kind hearted. They worked with us every step of the way and gave us guidance on the how to get the most for our house. They communicated with us and kept us in the loop throughout the entire process. We were so impressed how Josie and Gina went above and beyond that it felt like we were their only clients (obviously we weren't!) The only thing we wish we could change is that they also worked in Idaho so they could find us our new home, too! We won't hesitate to recommend them every chance we get!



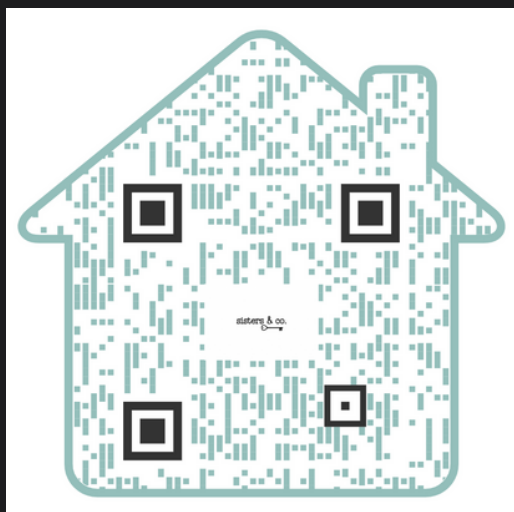
ASHLEY K.

The Property Sisters were nothing short of amazing from the moment we made the call to list our home and a year later continue to still be so amazing with everything they do. Not only are Josie and Gina so knowledgeable and professional but they go the extra mile with everything that they do! You will have absolutely zero regrets making the decision to buy or sell with the Property Sisters!!

# READY TO SELL?

sisters & co.  


Scan Me



GET IN CONTACT



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