

SELLER'S GUIDE



SANDERS
REAL ESTATE

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OUR PLEDGE TO YOU

As part of our service, we commit to assisting you with every step in the home selling journey.

- 01** Initiate and maintain continuous communication.
- 02** Understand your needs and special requirements.
- 03** Explain and facilitate the entire home selling process.
- 04** Give you access to control showings and provide feedback on past showings.
- 05** Provide updates of the local market, new home sales & price changes that match your home or is comparable.
- 06** Plan & host open houses, and facilitate home showings.
- 07** Negotiate the best offer to bring you top dollar.

IN GOOD HANDS

Sanders Real Estate provides a boutique-style personalized service to manage every detail - from specialized market knowledge and pricing, to marketing, negotiating, and closing your home sale.

Instilled by our founders, **Greg and Michelle Sanders**, we believe our success is created from serving the needs of our clients and building long term relationships in our community.

Our team-based approach enables us to provide the highest level of service to our clients, earning us a perfect **5 Star Rating** on Zillow and Trulia. As the **#2 Team in Georgia**, our commitment to excellence helps our team serve thousands of happy homeowners per year.

"#2 IN GEORGIA"

- Real Trends the Thousand +
Wall Street Journal

"349 OUT OF 5000"

- 2020 INC. 5000 List



GREG AND MICHELLE SANDERS

When Greg and Michelle are not serving clients and coaching their team, they spend time raising their two kids. They love experiencing life with their family and being active members of their community.

Greg graduated from UGA with a degree in Management Information Systems. His expertise in operations and technology laid the foundation for Sanders Team's success.

Michelle's passion for real estate and helping people has become the blueprint for Sanders Team agents. She inspires our team to provide an exceptional client experience, taking utmost care of clients throughout the selling or buying process and offering any knowledge they may need to make things as easy as possible.

With Greg's background in marketing, technology and operations paired with Michelle's expertise in real estate, design, and client care, their stamp is seen all over the cutting edge culture and success of Sanders Team Realty.

SANDERS IN THE MEDIA



THE WALL STREET JOURNAL
WSJ



NATIONALLY RANKED
#3
TEAM IN AMERICA

SANDERS
REAL ESTATE

A MARK OF DISTINCTION

Best of Zillow Agents are the Top 10% of Zillow Premier Agents, known for demonstrating trustworthiness, responsiveness and knowledge in every client interaction. They receive a profile badge and digital marketing templates to showcase their dedication to giving clients an exceptional home-selling experience.



All Zillow Premier Agents can help you sell your home for top dollar, but Best of Zillow Agents have been recognized for going above and beyond for their clients.

In addition, they are more likely to be chosen by home buyers as representation. Which means they can bring more potential buyers to your home, leading to multiple offers and a higher profit for you when your home sells.

WHAT CLIENTS ARE SAYING

HIRAM

"Sanders Team is amazing!!! You will NOT be sorry you contacted them. My agent sold the unsellable for me. I am so thankful and grateful for all she did for me, she really saved my life!!!"

4

MARIETTA

"Our Agent was so amazing and knowledgeable in helping my husband and I find our perfect home. I would recommend her to anyone! She will go out of her way to help you through every step in the home buying process, she made it 100% stress-free."

5

CANTON

"Professional in every way. Stepped us through the process and made us very comfortable! Could not have asked for a better Realtor. Cheers!"

6

DULUTH

"Our agent is absolutely wonderful. He feels more like family now. He was very patient with us. As first time home buyers, my wife and I had a million questions, he answered every single one of them with a smile. He was always available to show us the listing- rain, snow or sunshine. I loved his honesty and strong work ethic. He would point out issues of houses to us if there were any. He didn't pressure us to make any offers or close. Our agent is very easy to work with. He explains all the steps along the process of buying a home. We strongly recommend him. If you find a home you like, he will make it happen!! Thank you for getting us our first home."

7

ALPHARETTA

"Absolutely the best Realtor we have ever worked with in over 45 years of our real estate experience! Personal attention always, and very responsive. Always follows-up."

8

DACULA

"Our agent listed and sold our home within 2 weeks! He has great knowledge and is easily reached day or night. Great personality and is highly motivated. Highly recommend!!!!"

9

MARIETTA

"Sanders Team was absolutely the best to work with for selling our home. From initial contact to post closing, our agent was professional, knowledgeable and quick to respond to any questions. Our condo was listed and under contract in 2 days for more than asking, and he guided us through a quick closing without a hitch. Couldn't ask for anything more."

10

MORE THAN AN AGENT



A FULL SERVICE TEAM TO CREATE A SEAMLESS EXPERIENCE

ADMINISTRATIVE ASSISTANT

Sanders Team Realty supports agents with administrative assistance, giving them more time to focus on selling your current home and helping you find your next one.

CLIENT CLOSING TEAM

Sanders Team Realty maintains a 5-star customer service rating by providing exceptional service from start to finish. Our Client Closing Team goes above and beyond to ensure our clients enjoy an easy home selling and/or buying closing experience.

INSIDE SALES TEAM

Sanders Team Realty has an experienced Inside Sales Team to support our Realtors with locating and qualifying buyers, scheduling showings, and to support clients throughout their home selling and home search process.

OUR VALUES

EXERCISE HONESTY
AND INTEGRITY



FOCUS ON
CLIENT NEEDS



CONTRIBUTE TO THE
LOCAL COMMUNITY



PROMOTE A FUN AND
POSITIVE ENVIRONMENT



DELIVER EXPERT
KNOWLEDGE



COMMITMENT TO
INNOVATION





HOW TO CHOOSE A REAL ESTATE AGENT

What to Ask Before You Commit

Choosing a real estate expert is an important decision that could mean the difference between thousands of dollars in your pocket, weeks of sitting on the market without an offer or overpaying in a bidding war.

There is strategy to selling and buying. An experienced, knowledgeable agent should know exactly what to do to make the process seamless and successful.

Here are some key things to ask when you are vetting agents before committing:

1. How will you market my home?
2. How will you advise me in the event of multiple offers?
3. How will you price my home?
4. What do you recommend I do to prepare my home before listing?
5. How will showings be handled?
6. What will be the selling/buying process and timeline?
7. What is the best way to communicate with you?
8. How can you help me find my next home?



1 IN-HOUSE
MARKETING

2 MAXIMUM
EXPOSURE

3 FULL SERVICE
SUPPORT

SANDERS
REAL ESTATE

#1 TEAM
WITH THE ASSOCIATION OF REALTORS [CAOR]



Over
3 Billion
in Sales



Innovative
Marketing
Technology



900+ 5-Star
Zillow
Reviews



20+ Years
Real Estate
Experience

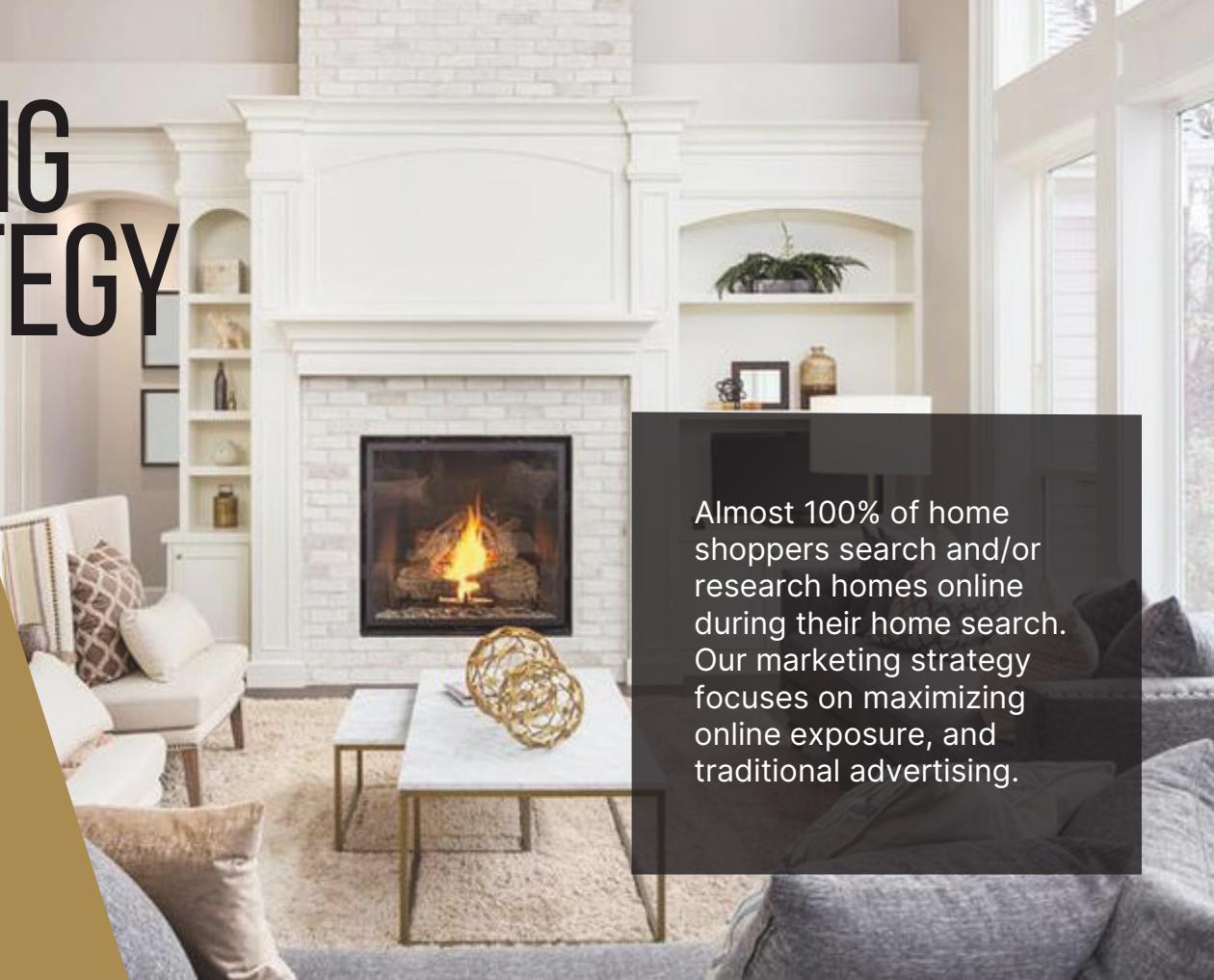


Database of
Over 50K
Potential Buyers



250K Digital
Reach Per
Month

SELLING STRATEGY



Almost 100% of home shoppers search and/or research homes online during their home search. Our marketing strategy focuses on maximizing online exposure, and traditional advertising.

TRADITIONAL MARKETING



Professional Photos



Yard Sign



Open House



3D Home Tours



Digital +
Print Flyers

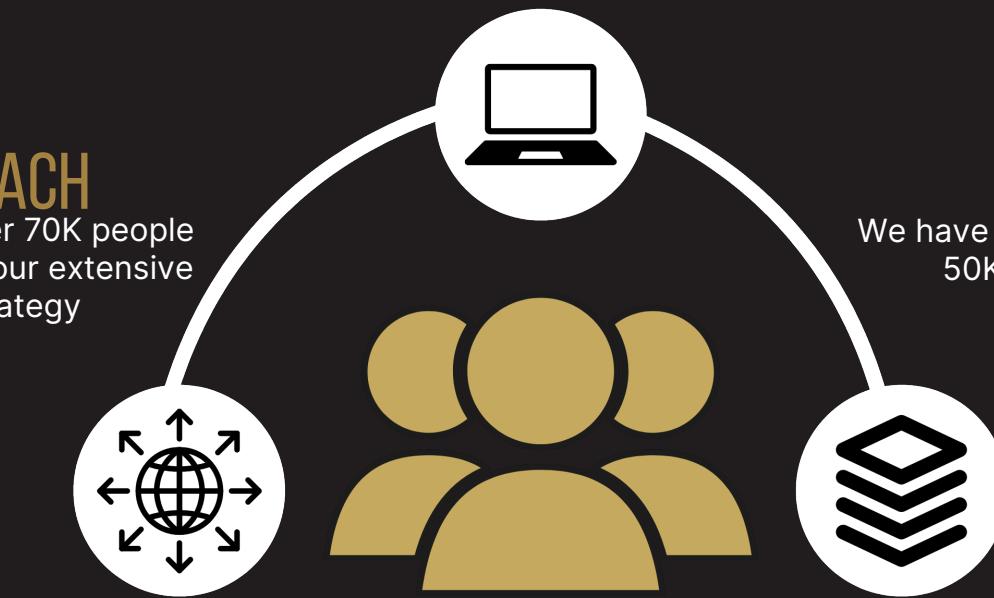


Home Showings

DIGITAL MARKETING

We target both local and national home shoppers that may be interested in your home and are able to reach 10s of thousands of home shoppers beyond that of a typical agent.

DIGITAL REACH



70K+ REACH

We reach over 70K people weekly from our extensive marketing strategy

50K+ LEADS

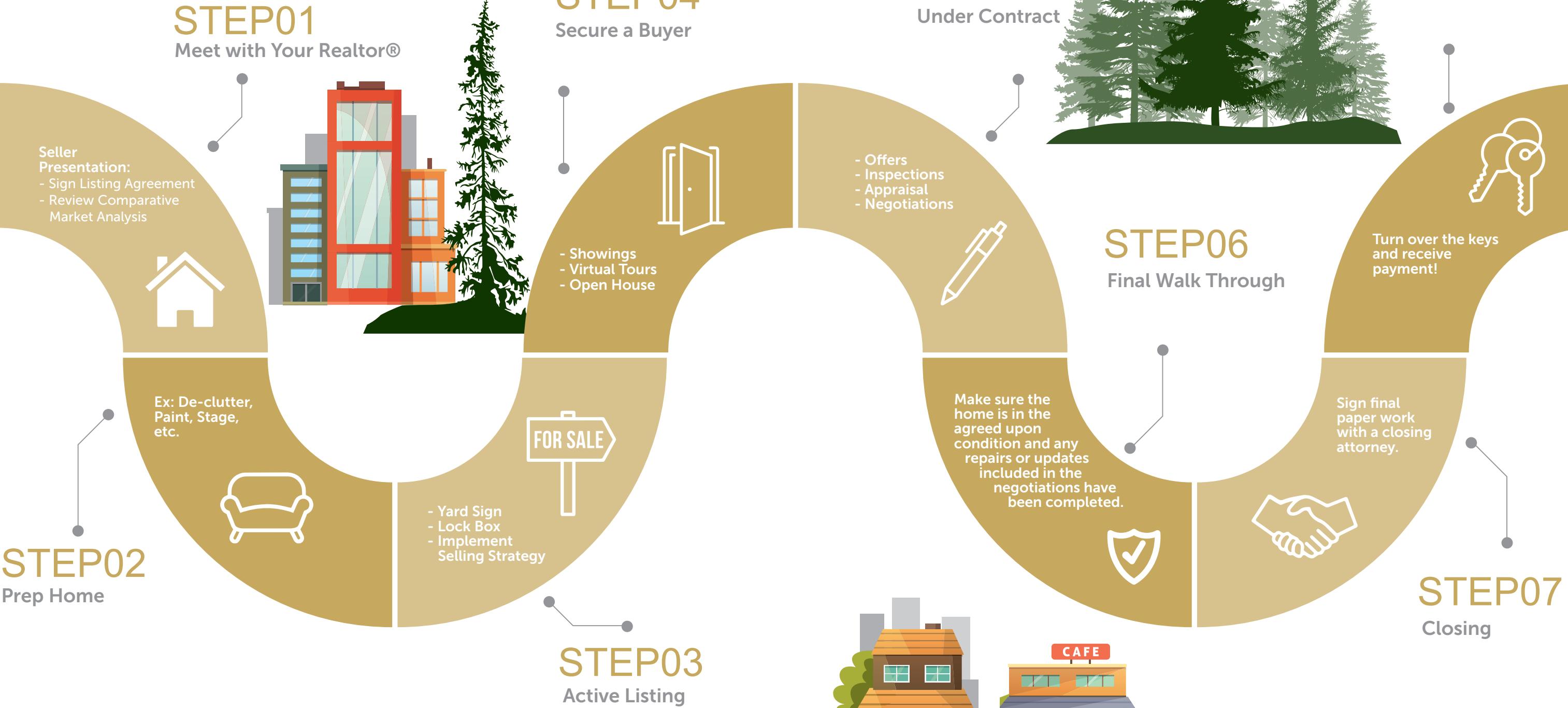
We have a database of over 50K home buyer leads



We utilize hundreds of listing websites as well as all major social media sites.



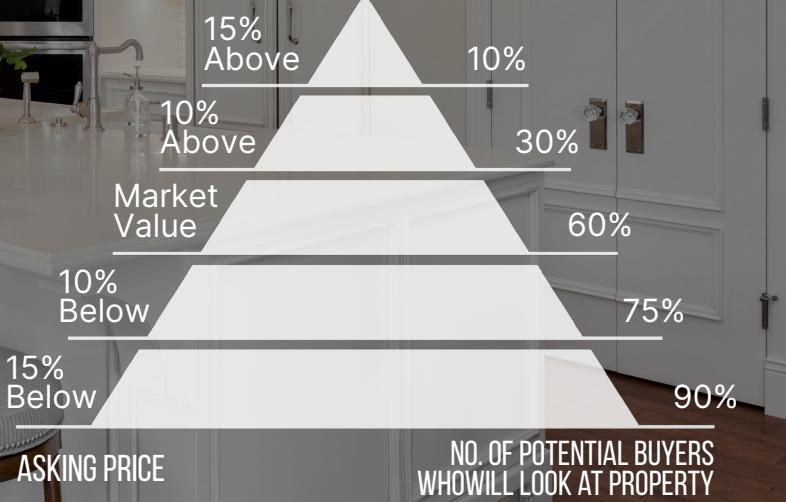
ROAD TO SELLING



PRICING STRATEGY

THE RISK OF PRICING TOO HIGH

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings. On the other hand, pricing your property competitively will generate the most activity from agents and buyers.

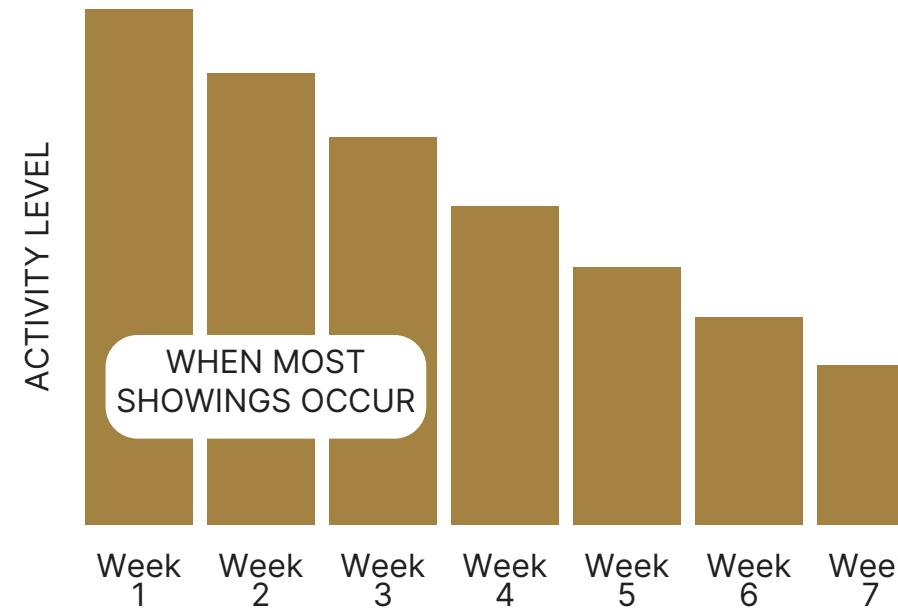


THE RIGHT PRICE IS IMPORTANT!

THE PROBLEM WITH MARKET TESTING

The first 30 days are the most critical!

A property generates the most interest when it first hits the market. The number of showings is the greatest during this time if the home is priced at the right value. Starting too high and dropping the price later misses the excitement and fails to generate strong activity. Many homes that start high end up selling below market value.



PRICE + EXPOSURE = YOUR HOME SOLD

We must start by accurately pricing your home. Once we have your home priced right, we will heavily market your home to both potential buyers as well as our team of Realtors and other Realtors in the area. We have established a very aggressive marketing strategy for your home, but if we overprice then all of our extensive marketing efforts will go to waste.

PRICE
+ EXPOSURE
—
SOLD

PROVEN RESULTS



WHY SANDERS REAL ESTATE?

Sanders Team Realty agents sell homes 30% faster than other agents and for .8% over list price on average compared to other agents, who sell homes .5% below list price on average.

DAYS ON
MARKET

LIST PRICE TO
SALE PRICE

SANDERS
11 DAYS

SANDERS
100.8%

OTHER AGENTS
15 DAYS

OTHER AGENTS
99.5%

*BASED ON 2023 MLS DATA



EXCLUSIVE SELLING SERVICES

GUARANTEED OFFER.

A. GET A CASH OFFER

Skip the showings, we will present you with a cash offer.

B. MAXIMIZE YOUR PROFIT

We will help you present your home to receive multiple offers and sell for top dollar.

BUY BEFORE YOU SELL.

BUY YOUR NEW HOME BEFORE LISTING YOUR CURRENT HOME

Eliminate concerns over qualifying for two mortgages at the same time. Remove the home sale contingency and unlock a portion of your equity to use as your down payment on your new property.

SELLERS CONCIERGE.

UPDATE AND REMODEL YOUR HOME WITH \$0 DUE UNTIL CLOSING

This will attract more buyers, sell your home faster, and sell it for more.

SHOWCASE

Brought to you by Zillow



WOW PROSPECTIVE BUYERS WITH A SHOWCASE LISTING

Showcase is an entirely new listing experience, made available to only a few agents.

- Your home will gain prioritized exposure by potential buyers when they search for properties on Zillow with over 226 million average monthly unique users.
- Your listing will receive dedicated, branded "new property alert emails" sent to interested buyers.
- With a limited number of listings per city, Showcase helps your home stand out with best-in-class media like high-resolution photography, interactive floor plans, room-by-room photo organization and virtual tours to impress potential buyers.

Ask your agent today to see what a tour of your home would look like with a Showcase listing,

Every Showcase listing features:

- High-Resolution Interior & Exterior Photography (30+ images)
- Virtual Tour to give buyers a sense of touring the home
- Interactive Floor Plans that connect the imagery to the location in the home
- Virtual Twilight to show your home in the best light
- Aerial Photography to capture the home's immediate surroundings
- Amenity Images to highlight shared community areas like a pool
- Social Media Videos featuring a 30-second, mobile-ready reel

PREPARING TO CLOSE ON A HOME 101

WHAT IS TITLE INSURANCE?

Title insurance is a form of indemnity insurance which insures against financial loss from defects in title to real property. Title insurance will defend against a lawsuit attacking the title or reimburse the insured for the actual monetary loss incurred up to the dollar amount of insurance provided by the policy. Title insurance can be purchased to insure any interest in real property, including an easement, lease or life estate. A loan policy provides no coverage or benefit for the buyer/owner. The decision to purchase an owner's title insurance policy is independent of the lender's decision to require a loan policy. Buyers purchasing properties using cash are required to purchase title insurance.

PRESENTED BY:



PACIFIC LAW GROUP



SANDERS
REAL ESTATE

TRUSTED VENDORS

HOMESTEAD EXEMPTIONS

Generally, a homeowner is entitled to a homestead exemption on their home and land underneath, provided the property was their primary residence and was owned as of January 1st of the taxable year.

Applications can be filed with your county tax officials (often online). The deadline to apply for a homestead exemption is April 1st. The property of each resident of Georgia that is actually occupied and used as the primary residence may be granted a \$2,000 exemption. The \$2,000 is deducted from the 40% assessed value of the homestead.



Connected Via Your Premier Agent



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STOCKBRIDGE, GA

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