

JOURNEY TO HOME



**IN GOOD
HANDS**

MEET OUR TEAM OF EXPERTS

**ROAD TO
BUYING**

THE GUIDE TO OWNING YOUR OWN HOME

**CHOOSING
THE BEST AGENT**

WHAT TO ASK WHEN INTERVIEWING AGENTS

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



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





HOW TO CHOOSE A REAL ESTATE AGENT

What to Ask Before You Commit

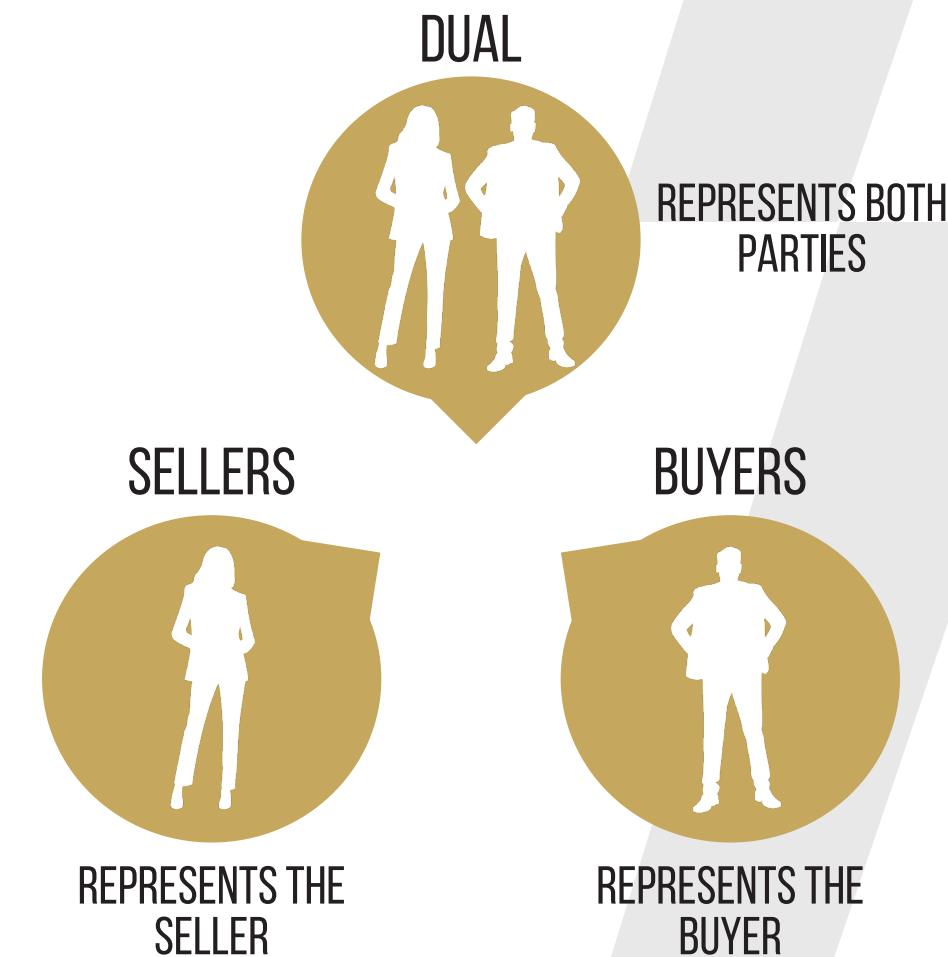
Choosing a real estate expert is an important decision that could mean the difference between thousands of dollars in your pocket, weeks of sitting on the market without an offer or overpaying in a bidding war.

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?

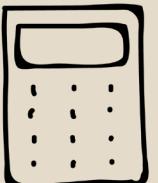
TYPES OF AGENCY RELATIONSHIPS



When you select Sanders Team Realty to assist you in finding and purchasing a home, we become your "Buyer's Agent." Typically the seller already has an agent representing them, who are working hard for their best interests, **not yours**. You too should also be represented by an agent who will be working on your behalf and looking out for your best interests. We will help you to find a home, evaluate pricing, negotiate offers, and guide you throughout the entire transaction to ensure a successful closing.

We are compensated for our services only when we **successfully close on a home for you**. When a seller lists their home with a Seller's Agent, a commission amount for the Seller's Agent and for the Buyer's Agent is pre-determined and paid for by the Seller upon the closing of the sale.

BENEFITS OF BUYING A HOME



There are substantial tax benefits to owning a home.



Homes typically appreciate in value.



Build equity through appreciation and paying down your mortgage.



Owners build borrowing power for emergencies or big ticket items.



Owning a home is the best way to build long-term wealth.

BUY NOW VS WAITING IT DOESN'T PAY TO WAIT



Buy Now

HIGHER RATES
REFINANCE LATER
LOWER PRICE

30 YEAR MORTGAGE

INTEREST RATE: 6.5%
PURCHASE PRICE: \$500,000

\$25,000 DOWN PAYMENT
\$3,000 X 12 MONTHS

REFINANCE AT 5.5%
\$2,667 X 360 MONTHS

\$1,021,120



Buy Later

LOWER RATES
HIGHER PRICE

30 YEAR MORTGAGE

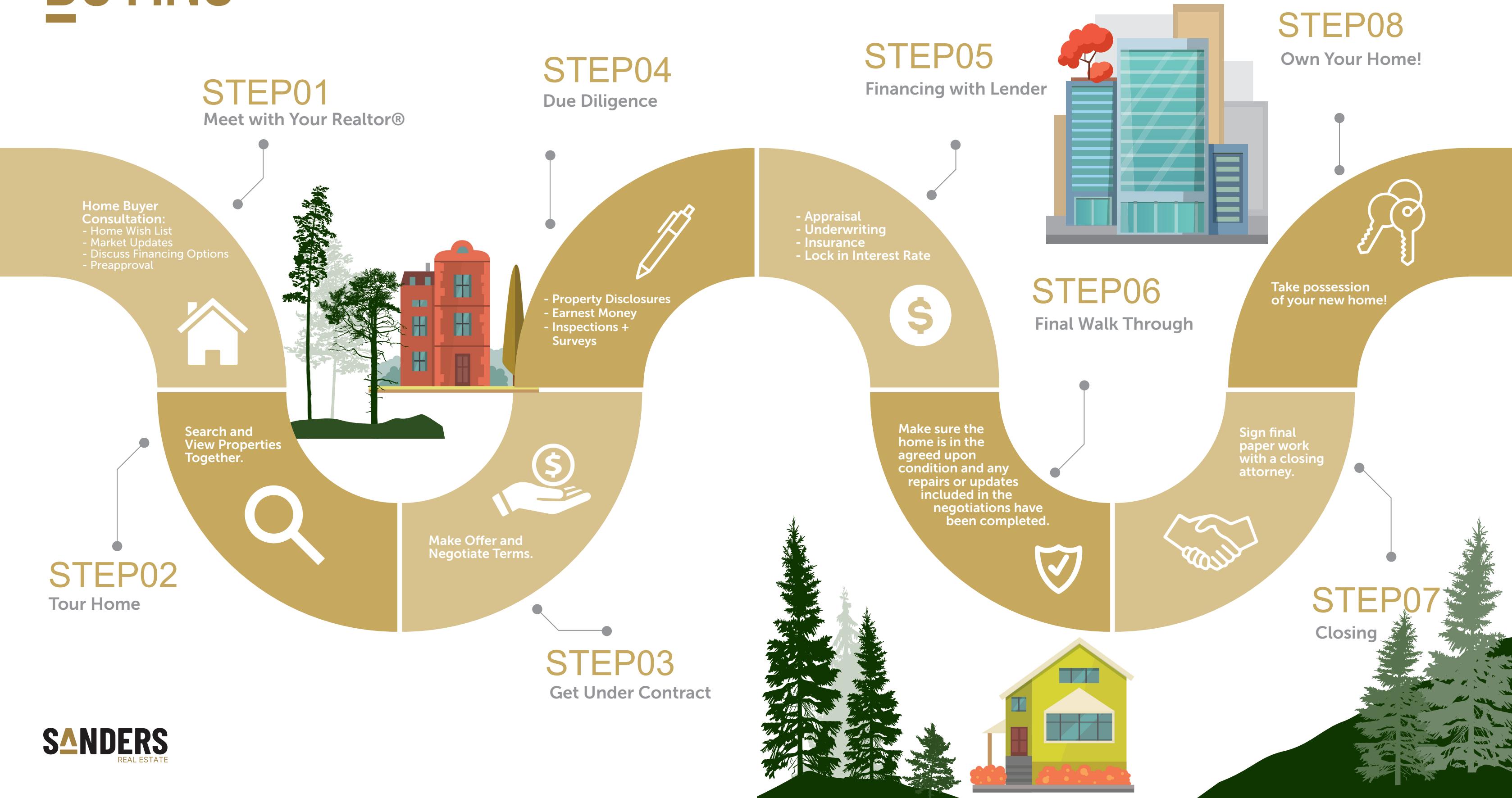
INTEREST RATE: 5.5%
PURCHASE PRICE: \$561,800
(6% APPRECIATION PER YEAR)

\$28,090 DOWN PAYMENT
\$3,030 X 360 MONTHS

\$1,118,890

WAITING 2 YEARS COULD COST YOU
\$97,770

ROAD TO BUYING



Buy the home you want with a lender you trust

Whether you're ready to get pre-approved for a home loan or you're looking to understand what you can afford, Zillow Home Loans is here to help with a variety of loan types to meet your unique mortgage and refinance needs.



Competitive rates and fees

No upfront appraisal costs and low down payment options.



Top-rated loan officers¹

Expert guidance to help you unlock your financing chapter, obligation free.



Transparent process

Consistent updates to you and your agent on the status of your loan.



Digital financing experience

See what you may qualify for in as little as three minutes.



Close on time with no surprises

Guaranteed closing in as quick as 21 days².



Special Offer:

Save

\$1,500

at closing in the form
of a lender credit



Your path to homeownership starts here

All you need to get started

1. Proof of income for two years (W-2 and/or 1099) and recent pay stubs
2. Two months of bank statements

Close your mortgage on time, guaranteed

Trust Zillow Home Loans to close purchase financing on time or get \$3,000¹



Pre-approval from a lender you trust

Find out exactly how much you're qualified for so you can make your strongest offer



On time closing

Closing in as quick as 21 days



Savings

If the closing is delayed due to Zillow Home Loans specifically, you'll receive a flat payment of \$3,000¹

How it works

1. Get pre-approved with Zillow Home Loans
2. Begin touring homes with your agent
3. Make an offer on your dream home
4. Zillow Home Loans will work hard to meet deadlines to ensure an on time closing

The lending team you can trust

Zillow Home Loans has a committed team of market experts to guide you through the mortgage process. These dedicated loan officers use home buying expertise and cutting-edge technology to offer home buyers a seamless and streamlined mortgage process.

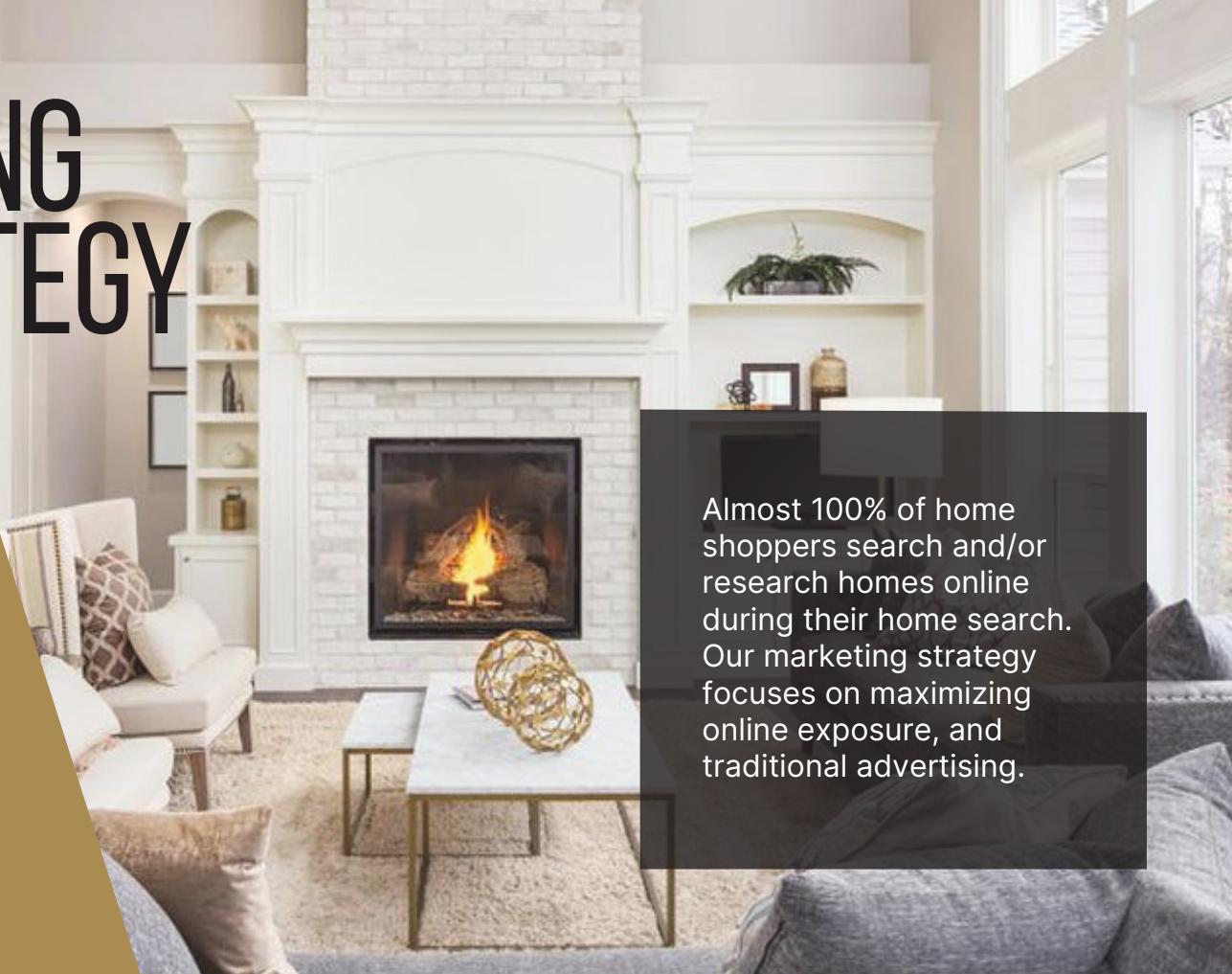
- **Competitive rates and fees:** No upfront appraisal costs and low down payment options
- **Top-rated loan officers²:** Expert guidance to help you unlock your financing chapter, obligation free
- **Transparent process:** Consistent updates to you and your agent on the status of your loan
- **Fully digital financing experience:** See what you may qualify for in as little as three minutes
- **Close on time with no surprises:** Guaranteed closing in as quick as 21 days



1 \$3,000 to be issued in the form of a check or electronic payment at the borrower's specification. W-9 must be completed by borrower in advance of payment. Eligible in limited markets and on conventional conforming purchase loans only. Speak with a loan officer today for full list of terms and exclusions or visit <https://www.zillowhomeloans.com/z/close-on-time/terms-and-conditions/>.

2 Average 4.75/5.0 stars based on actual customer reviews.

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.

OUR STRATEGY

Advanced
Digital
Marketing
Package

Database
of Over
50K
Potential
Buyers

70K Weekly
Digital Reach
to Potential
Buyers

Massive
Social
Media
Exposure

Traditional
Marketing
Package

TRADITIONAL MARKETING



Professional
Photos



Yard
Sign



Open
House



3D Home
Tours



Digital +
Print Flyers



Home
Showings



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.

EXCLUSIVE SELLING SERVICES



SHOWCASE

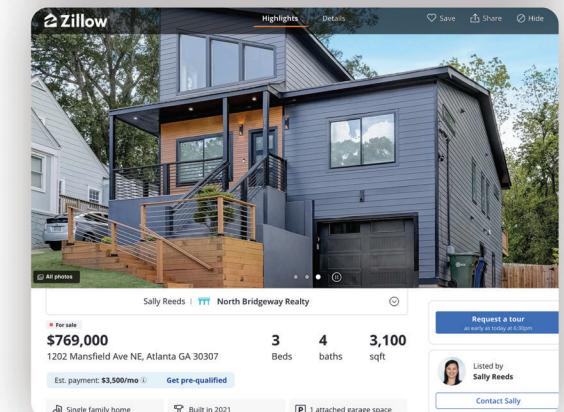
Brought to you by Zillow



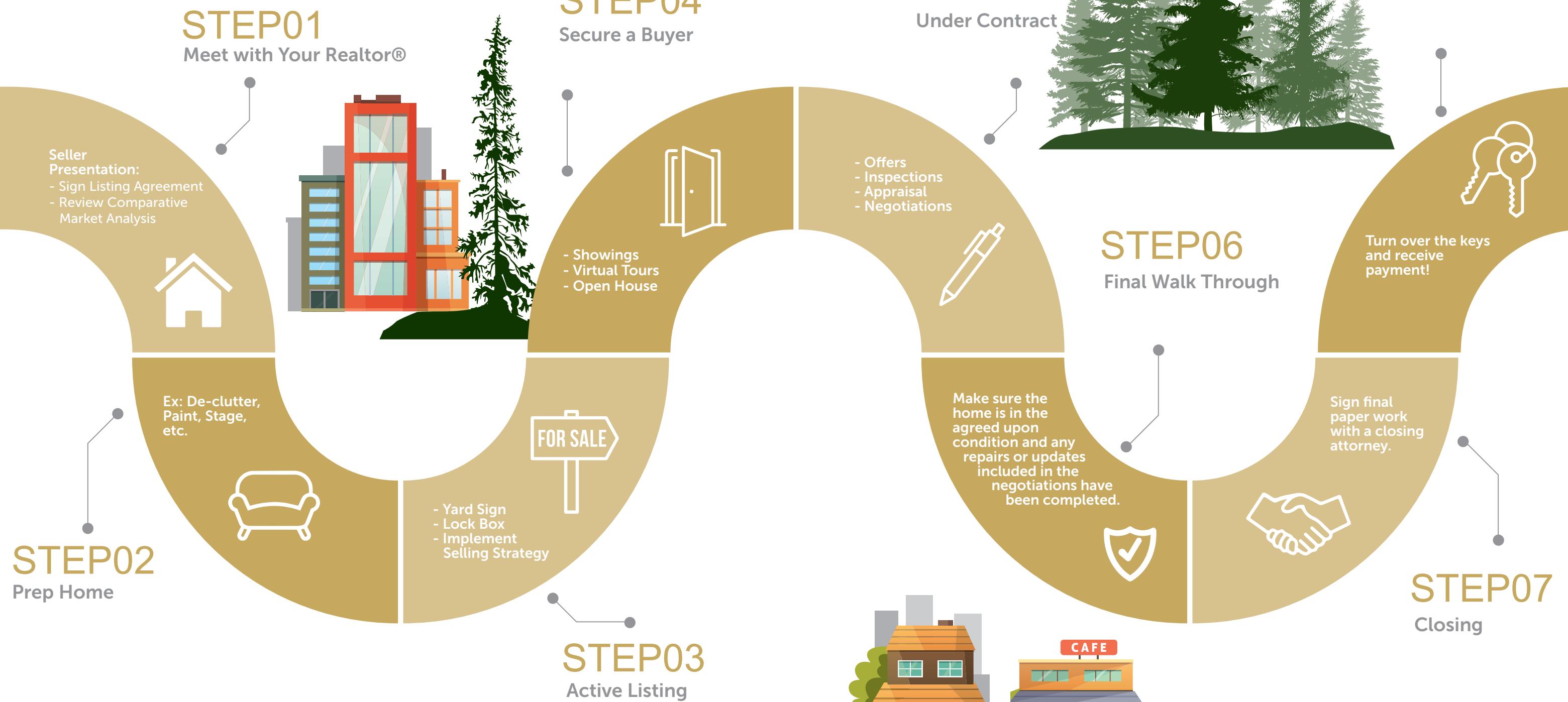
NOW OFFERING SHOWCASE BY ZILLOW

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

- 1 Your home will gain prioritized exposure by potential buyers when they search for properties on Zillow with over 226 million average monthly unique users.
- 2 Your listing will receive dedicated, branded “new property alert emails” sent to interested buyers.
- 3 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.



ROAD TO SELLING



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

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.

CLOSING DAY CHECKLIST

1. PHOTO IDENTIFICATION

Ensure you have your driver's license or non-driver ID

Military ID

Current US or Foreign Passport

Valid Canadian or Mexican driver's license issued by the official agency

2. WHERE + WHEN

Confirm time and location of closing.

3. FUNDS

Confirm payment options; wiring vs personal, cashier's or certified check. (Any funds over \$5,000 must be wired. Contact us for wiring instruction)

4. HAZARD INSURANCE POLICY AND PAID RECEIPT

A hazard policy, also known as homeowner's insurance, with the lender designated as the insured holder of the mortgage, is required on most loans. Evidence of hazard insurance, including a paid receipt, must be provided prior to closing.

5. ALL PERSONS WHO HOLD TITLE TO THE PROPERTY OR WILL BE PURCHASING MUST ATTEND CLOSING TO SIGN DOCUMENTS

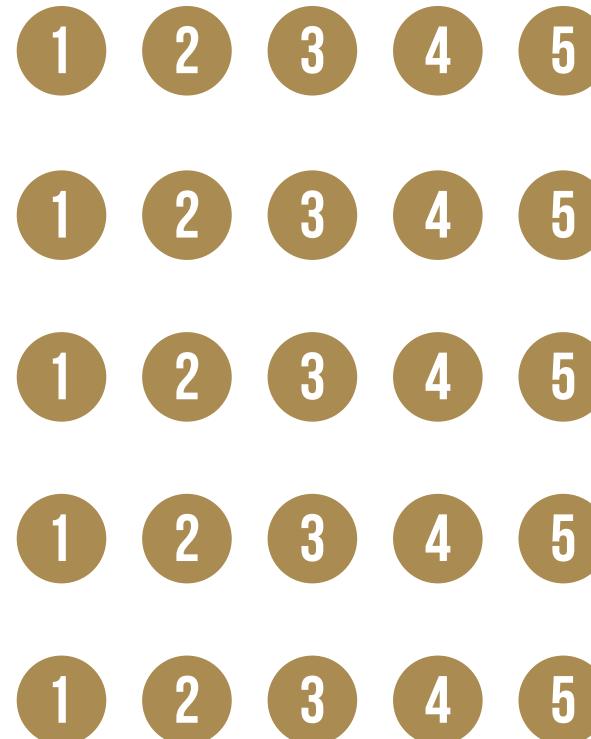
State-specific laws may require the spouse of the parties on title, even though their name does not appear on the deed, to sign certain documents when obtaining a mortgage. If anyone is unable to attend closing, contact us to arrange a Power of Attorney or closing by mail.

HOME TOURS

ADDRESSES

1. _____
2. _____
3. _____
4. _____
5. _____

LOVEABILITY



NOTES



Connected Via Your Premier Agent



First American
Home WarrantySM

Melissa Wall
(770) 595-1173
MWall@FirstAm.com
MWall.FAHWcard.com



AMERICAN
NATIONAL[®]

Paul Webb
(678) 410-7902
Paul.Webb@American-National.com



The Laetsch Team

Jason & Kara Laetsch
(678) 564-9007
Jason.Laetsch@PillarToPost.com



Tammy Emerson
(770) 876-0937
TEmerson@ArrowExterminators.com



Norman A. Carter III
(404) 372-6664
Events@CWVentures.net



PACIFIC LAW GROUP

Justin Pacific
(770) 702-8467
JustinPacific@PacificLawllc.com

Marshall Hicks
(678) 395-6638
Marshall@PacificLawllc.com



Zach Martin
(470) 214-7896
Contact@MartinsHomeServices.com

TRUSTED VENDORS

SANDERS
REAL ESTATE



STAY IN TOUCH

JOIN **SANDERS.COM**

678.888.3438

CANTON, GA

STOCKBRIDGE, GA

SERVING ALL OF GEORGIA