

# SELLING YOUR HOME



PRESENTED BY:

*Keira Griffin*

REAL ESTATE AGENT

# ABOUT ME

Our mission is to provide our clients with extraordinary services from start to finish by conducting all of our business with the highest level of professionalism, honesty and integrity. We strive to create a unique, pleasant and successful real estate experience, making the process tailored to the needs and best interest of our clients. At Griffin Realty, we strive daily to apply our values of loyalty and trust along with our enthusiasm, commitment, and excellence to every task we undertake.

Griffin Realty will always go an extra mile for you.

In addition, part of our mission and social commitment is to give back to our community. We are one of the preferred realtors with Homes for Heroes. Homes for Heroes was organized shortly following the tragic events of 9/11/2001, by a small group of seasoned Realtors® who wanted a way to say “Thank You” to the brave men and women who serve our nation and its communities.

We currently serve firefighters, police officers, military personnel (past and present), healthcare workers and educators. Homes for Heroes is now a national program dedicated to providing real rebates and discounts to public workforce heroes when they buy, sell or refinance a home. The second part is equally important, if not more. A portion of Homes for Heroes proceeds goes to Homes For Heroes Foundation which is a nonprofit created to help Heroes!



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Raleigh, NC



GRIFFIN REALTY

→ PROTECTING YOUR FUTURE



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Keira Griffin

REAL ESTATE AGENT

# MEET OUR TEAM

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## KEIRA GRIFFIN

BROKER/OWNER

I understand that buying and selling a home is one of the biggest decisions in my client's life and considers this representation a true privilege. I am devoted to making my client's real estate dreams become a reality while always protecting and putting their best interest first.



## MINDA DWYER

REALTOR/TRANSACTION COORDINATOR

My name is Minda Dwyer and I am the Transaction Coordinator for Griffin Realty. I will be working hard to ensure the many steps associated with all Real Estate transactions proceed smoothly. My goal is a smooth and expeditious closing process.



## BIANCA SANTOS

PUBLIC RELATION & MARKETING MANAGER

My name is Bianca and my expertise is in communication, research and marketing. I will be the first person you may come in contact at Griffin Realty. It is my priority to set you up on the successful real estate path catered to your needs and desires.



# CLIENT TESTIMONIALS

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## MORRIS FAMILY

Add a After dealing with several other agents in the Triangle area and being disappointed, we felt lucky to find Keira. We had a unique situation but she quickly formed a game plan and we followed her direction. She helped us sell our home and now in our dream home and we couldn't be happier! We are so grateful for her!!



## LYNN W.

"Keira Griffin is excellent. She is patient and kind, she listens to the client. Keira responds to questions and concerns and if she doesn't know she says that and proceeds to getting the answers for you. Whether you are buying or selling and whether you have a little or a lot to spend she treats all of her clients with care and concern and just as important as the next. She is the Peoples Realtor. Give her a call."



## THELEISHIA & BRYAN G.

"Keira, is the Best realtor we've ever worked with! She had our best interest at heart and provided us with excellent customer service. Communication was top notch! If you're looking to buy or sell a home, please connect with Keira Griffin. You won't be disappointed!"

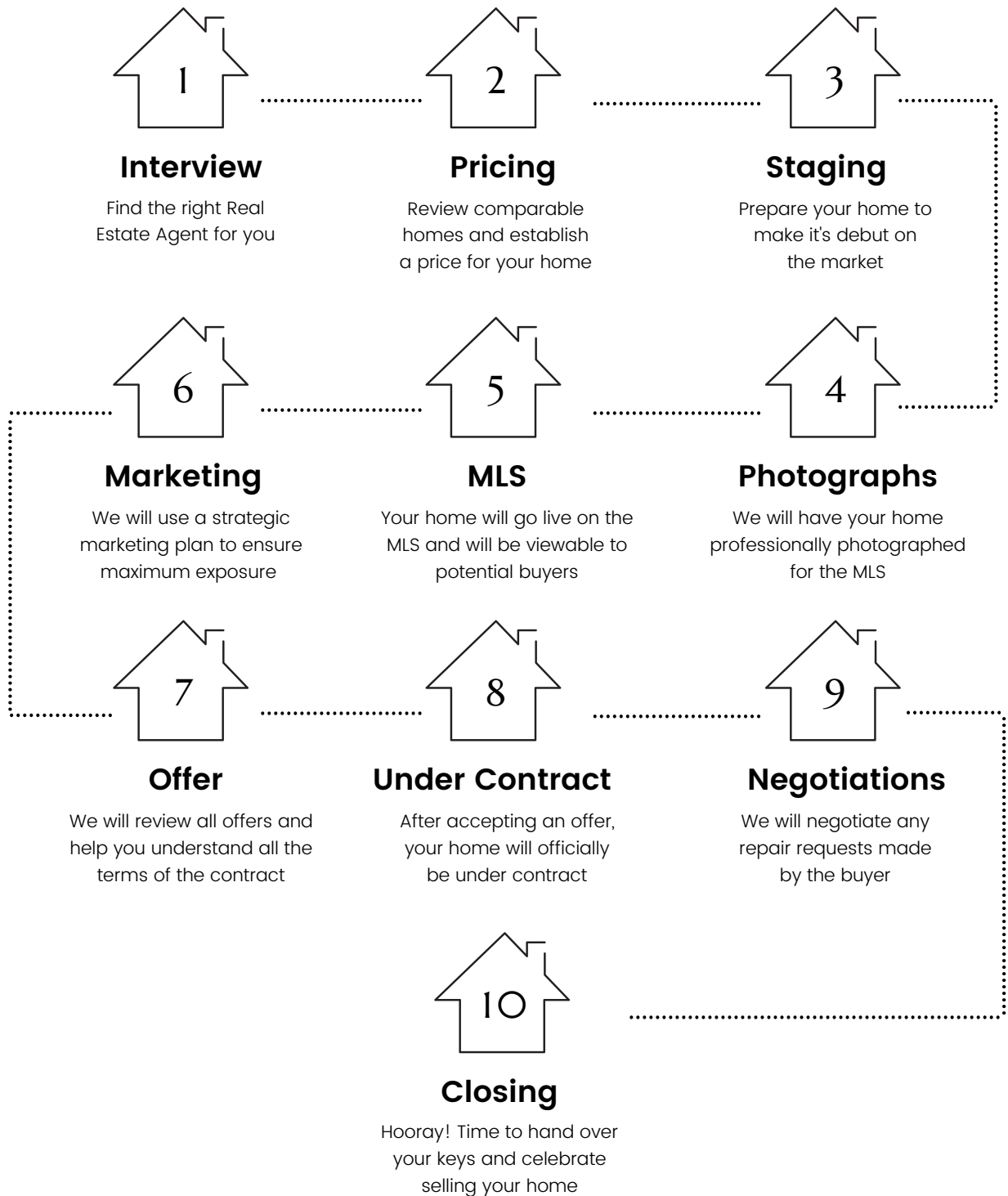
## BURKE FAMILY

"Keira is a very hardworking and knowledgeable agent. She spent many hours showing us homes in the Raleigh area. She always returned our calls and emails with information and suggestions. She worked tirelessly finding us our new home. We are very happy in our new home thanks to Keira Griffin."

# THE SELLER ROADMAP

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This is a brief summary of the timeline for selling your home. Remember, as your Real Estate Agent, I will be there to be sure you feel confident during each step of this process.





# ABOUT YOUR HOME

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01

What drew you to this home when you bought it?

02

What is your favorite feature of your home?

03

What do you like most about your neighborhood?

04

What are some nearby attractions and amenities?

05

What don't you like about your home?

# ABOUT YOU

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As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

## 01 YOUR WHY

Why are you moving? How soon do you need to move?

## 02 YOUR PLAN

What will you do if your home doesn't sell in the expected timeframe?

## 02 OBSTACLES

Do you anticipate any major challenges with selling your home?





# PRICING

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We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.



## PRICING

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Our goal is to price your home correctly the first time.



## HOME VALUE

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We will discuss what factors determine the price of your home.



## FACTORS

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What factors do NOT determine the price of your home?





# MARKETING PLAN

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.



Create a professional listing flyer & in-home marketing book



Informative & engaging MLS listing description



Expose to my associates and vast buyer list



Strategic & targeted post card campaign



Hold Open House 1-2 weeks after placing property on the market



Promote at a Realtor Open House Luncheon



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyer



# IMPORTANT INFO

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Preferred day for photographs:



Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?



Will pets be in the house during showings?

Do you have a security system that will be on during showings?

# PHOTO PREP CHECKLIST

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- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area









*Keira Griffin*

REAL ESTATE AGENT



Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

YOUR LOCAL REALTOR®

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