



# SELLING YOUR HOME

A SIMPLE GUIDE TO A GREAT EXPERIENCE



DAWN HICKS GROUP



## OVERVIEW

About Dawn

What We Do

Services Provided

Your Agent

Formula for Success

Your Wants

Increasing Value

Marketing

10-Day Blitz

# DISCUSSION POINTS

# ABOUT DAWN HICKS

Whether you're selling or buying, Dawn's 20+ year experience in sales and marketing will get you the local and trusted advantage to get the best deal possible so you can enjoy a better life and experience a better way to buy and sell a home.

## INTRODUCTION

Dawn is your local guide, resident, and real estate agent to the Pasadena-Altadena and surrounding neighborhoods.

She's got a passion for helping you through the best home selling or buying experience ever.



# WHAT WE DO

## FINDING VALUE

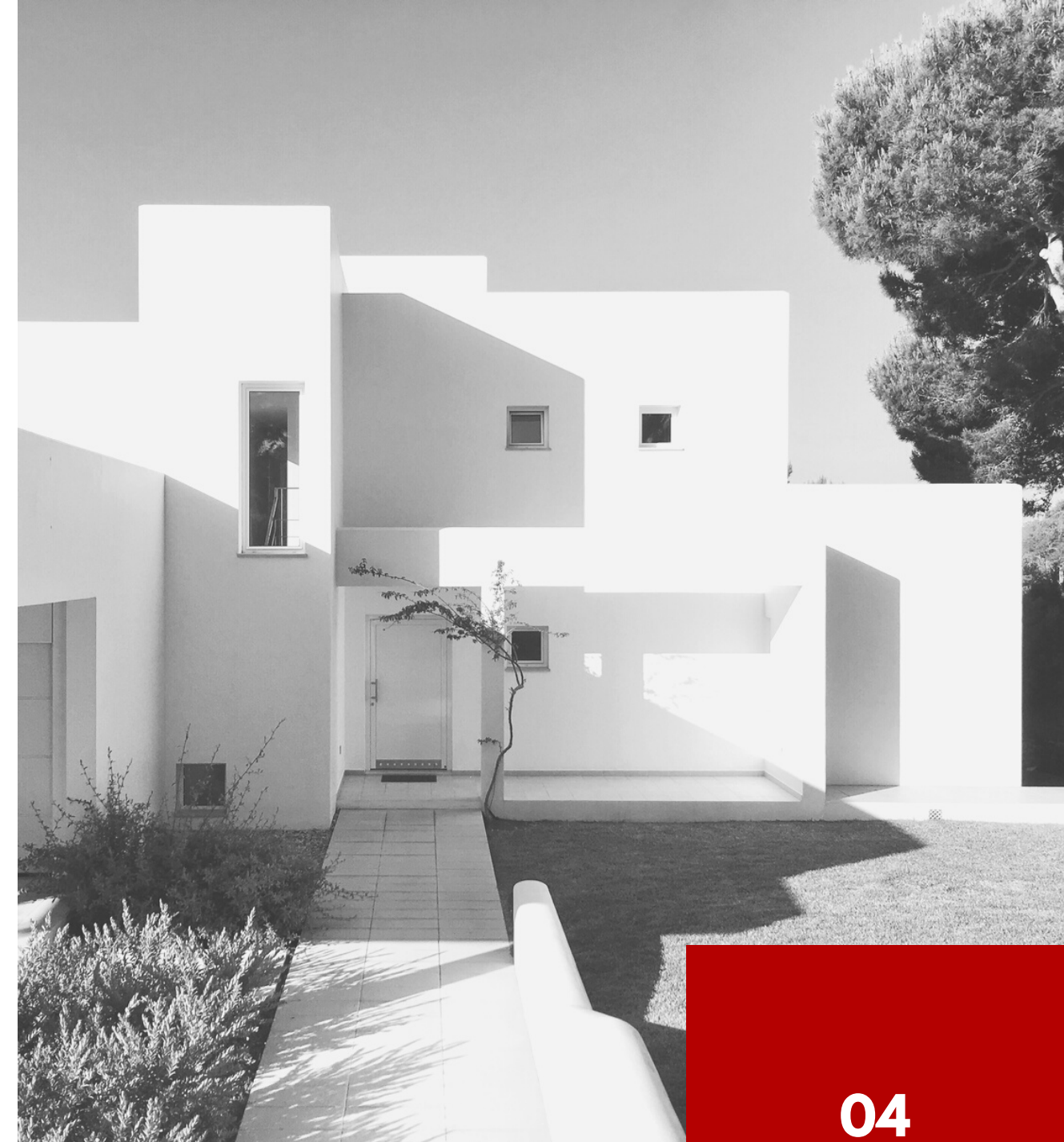
A comparative market analysis helps determine the value of your home based on sales in your neighborhood.

## INCREASING VALUE

We look for ways to increase the value of your home at the least expense to you.

## MATCHING PEOPLE

We'll market your home through multiple channels and not just the MLS.



# SERVICES OFFERED



Pre-Inspection



Staging



Marketing

COUNT ON US



# DAWN HICKS

## BACKGROUND

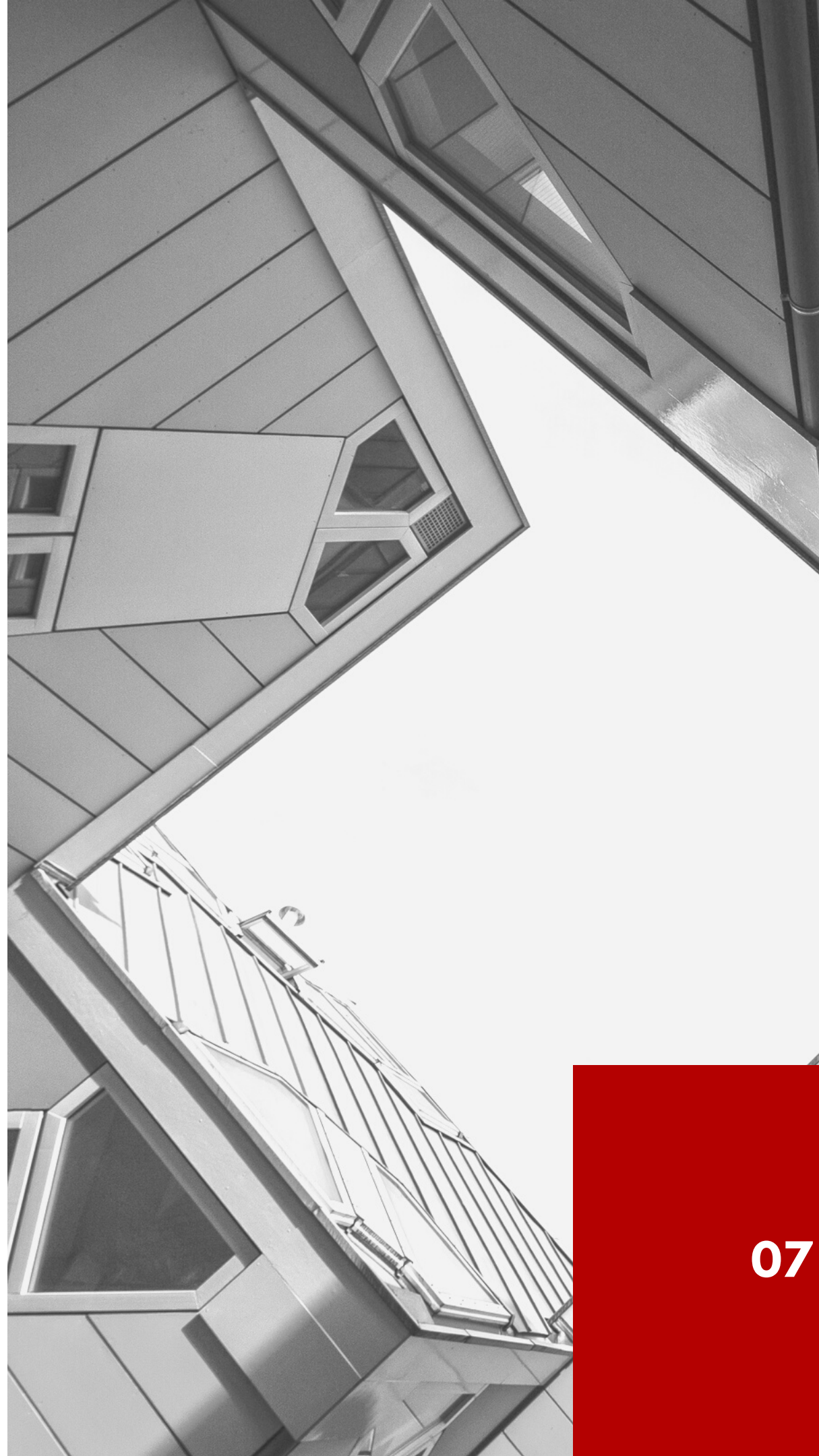
Whether you are buying a home or selling one, Dawn's 20+ year experience in sales and marketing will get you the local and trusted advantage to get the best deal possible so you can enjoy a better life and experience a better way to buy and sell a home.

## EXPERTISE

National Association of Realtors (NAR)

Designations:

- Senior Real Estate Specialist 2022
- Pricing Strategies Advisor 2021
- Short Sales and Foreclosure Resource 2021.



# OUR FORMULA FOR SUCCESS

## LISTING WITH DAWN

**Pro-tip:** 96% of buyers purchased their home through either an agent or broker.  
Only 2% purchased their home directly from a seller whom the buyer didn't know.

# WHAT DO YOU WANT?

## BEST VALUES

You deserve every dollar your home is worth.

## HASSLE-FREE TRANSACTION

We'll help turn roadblocks into road bumps that seem easy to drive over.

## QUICK TURNAROUND

Our main goal is to sell your home for the most amount of money in the least amount of time.



# What We Can Do For You

## INSPECTION

Instantly understand the state of your home.

## VALUATION

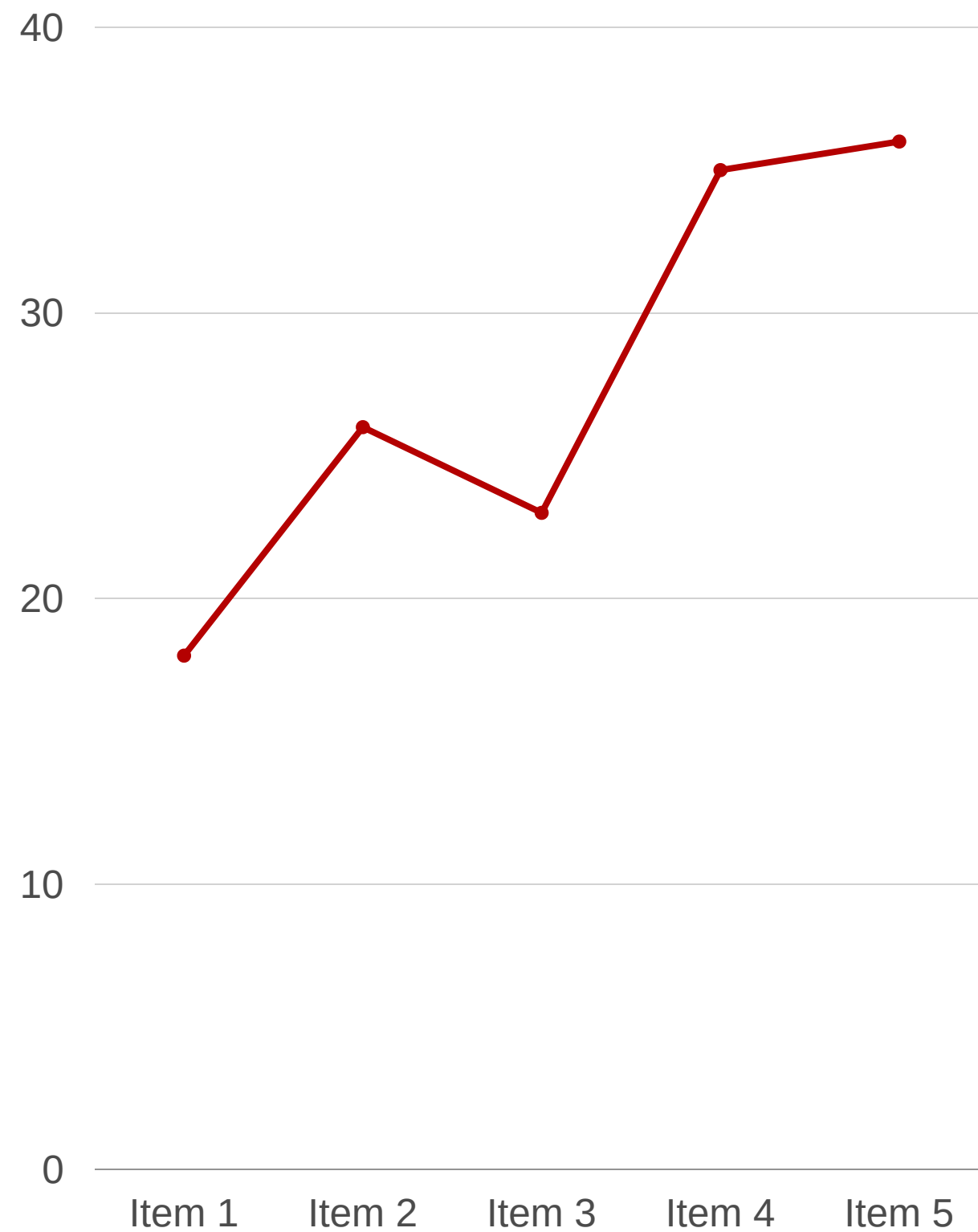
A study of the current market will help set the price.

## STAGING

Professional staging typically generates 5-15% more in sales.

## SELLING

Solid negotiations will protect the value of your home.



# MARKET CONDITIONS

## SELLING SUCCESS RATES

**Pro-tip:** Pricing your home lower than market value will increase its visibility by 75-90%. Today's buyers are highly informed, so if they sense they're getting a deal, they're likely to bug up a property that's slightly underpriced - especially in areas with low inventory.

Market conditions are crucial tool for estimating the value of your home



INSPECTION &  
REPAIRS

STAGING &  
PHOTOGRAPHY

LISTING &  
SUPPORT

**Pro-tip:** In a competitive marketplace, access can make or break your ability to get the price you are looking for, or even sell your house at all.

Opt for multiple levels of access you can provide your agent to be able to sell your home.

# Our Listing Process

# Marketing Materials



## **ONLINE MARKETING**

24/7 presence over 350 popular websites.



## **PRINT ADS**

local, regional, and national/international publications



## **POSTERS AND FLYERS**

Displayed on Just Listed Postcard mailings.

# Social Marketing Channels

FACEBOOK

YOUTUBE

INSTAGRAM



# 10-DAY BLITZ

FROM START TO FINISH



## STAGE 1

Pre-marketing home transformation. i.e. inspections, staging, cleaning, photos/video, listing on **MLS**, local websites as well as Redfin and Zillow.



## STAGE 2

Multiple open house showings to drive demand.



## STAGE 3

Final push! Collect all offers at deadline and review with you!

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**THANK YOU!**

