

# HOMeward REALTY

*Claire Carter Smithson*



WWW.HOMEWITHCLAIRE.COM

@HOMEWITHCLAIREAR

# SELLER'S GUIDE

I AM CLAIRE CARTER SMITHSON



HELLO

My husband, Scott, and our daughters, Lavender and Penelope, are the driving force behind everything I do. I carry that family mindset over to my clients as well. I understand the trust and faith my clients put in me to make their dreams come true and I do not take that lightly. I have been in this business for nine years and have helped my clients sell over \$43,000,000 in assets. I have hundreds of happy clients and my goal is to be your agent for life!

@homewithclairear

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

# WE'RE HERE TO HELP YOU

## Meet Angie:

### ANGIE KOSTECKY

REAL ESTATE AGENT



- A real estate team offers several advantages, including increased efficiency through specialized roles, broader market coverage, better availability for client needs, and enhanced expertise in various aspects of the real estate process. Additionally, teamwork often leads to improved client satisfaction.
- With that being said, meet our exceptional buyer's agent, Angie! With a profound understanding of the local market, Angie is a dedicated professional committed to making your home search as easy and stress free as possible. Her keen eye for detail and exceptional communication skills ensure a seamless and transparent home-buying experience. From meticulously researching properties to negotiating the best deals on your behalf, Angie is your advocate throughout the entire process. Her unwavering commitment to client satisfaction, paired with a wealth of industry knowledge, makes her the ideal partner.

# HOME SELLER'S ROADMAP

Follow this high level road map to help you sell your home!



*Claire Carter Smithson*

**HOMeward REALTY**

501-912-8836

claire@homewardhomes.com

# FINDING A GREAT AGENT

# 01

## INDUSTRY KNOWLEDGE

I have access to a wide variety of resources that are not readily available to the public. I can help you determine the best price, time to sell, and design a custom marketing plan to make your dreams become reality.

## SMART NEGOTIATING

With my experience and expertise, I can help you negotiate the best price, contingencies, concessions and timeline for your home.

## PROFESSIONAL EXPERIENCE

I undergo annual training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork. I also attend classes pertaining to leading negotiation and marketing techniques.

## CUSTOMER SERVICE

I am dedicated to continuous and open communication and will answer any questions that arise from this process. I treat you like family.

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

At Homeward Realty, we work hard to keep the degree of excellence at an all time high for all our agents.



# ESTABLISH A PRICE

# 02

## LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. Your desired result plays a big part in this strategy.

If you list too high, you might not get any offers and it can take you a while to sell your home. A home sitting on the market is a turn off for some buyers.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.



## WHAT DETERMINES THE PRICE?



You have two main options in order to price your home for sale:

1. You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood.
2. You can get your real estate agent to perform an analysis on other homes for sale in the area.

# PREPARE YOUR HOME

# 03



Be sure to put away any personal photographs, memorabilia and artifacts as it may look like clutter to a potential buyer.

You can replace photos with wall art.

## HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- We will take professional photos and videos as these determine the first impression the potential buyer will have of your house.

# PREPARING CHECKLIST



## INSIDE THE HOME

- Repaint the home in a neutral color
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear
- Make sure all light fixtures have matching, working bulbs

## OUTSIDE THE HOME

- Take care of the landscaping (i.e. cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean the gutters of leaves and twigs
- Test all lighting fixtures and motion sensors



# MARKETING

# 04

We will make sure the photos we use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.



## MARKETING TIPS

- We do not list on one site only, we are sure to list your house on several different platforms
- We are detailed in our description
- Drone and video footage goes a long way with social media algorithms
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities

# MARKETING PLAN

## COMING SOON CAMPAIGN

- Premium Photography
- Professional Videography
- Drone Footage
- We Will Begin Building Your Custom Binders and Booklets
- Multiple Social Media Posts
- Emailed Info to Top Realtors
- Coming Soon Post Cards Mailed to Subdivision
- Coming Soon Sign in Yard
- Ads and Posts Will Run Prior to Strategic List Date

## JUST LISTED CAMPAIGN


- Multiple Social Media Posts, using different media
- Enticing Copy and Descriptions
- Showing Binder
- Showing Booklets
- Full MLS Exposure
- Dedicated Custom Website
- Listing on All Major Housing Sites
- Secure Lockbox
- Custom Showing Time Service
- Just Listed Postcards Mailed to Subdivision
- For Sale Sign in Yard





# SOME OF THE DETAILS


## DIGITAL MARKETING


---


 Dedicated Custom Website


 Agent Email Campaign

 3D Tour

 Premium Photography

 Instagram Advertising

 Facebook Advertising


 Paid Targeted Ads

 Drone Footage


 Property Videography

## AGENT SERVICES


---

 Lockbox & Showing Software


 Constant Communication


 Custom Marketing Plan

 Equity Assessment

 Offer Negotiation

 Weekly Activity Reports


 Contractor Referrals


 Closing Updates


 Staging Consultation


## TRADITIONAL MARKETING


---


 Full MLS Exposure

 Listing on Major Housing Sites


 For Sale Sign

 Property Brochures

 Just Listed Postcards

 Full Coming Soon Campaign

 Property Flyers

 Open House Event

 Lender Partnerships

*I don't sell houses, I sell results!*

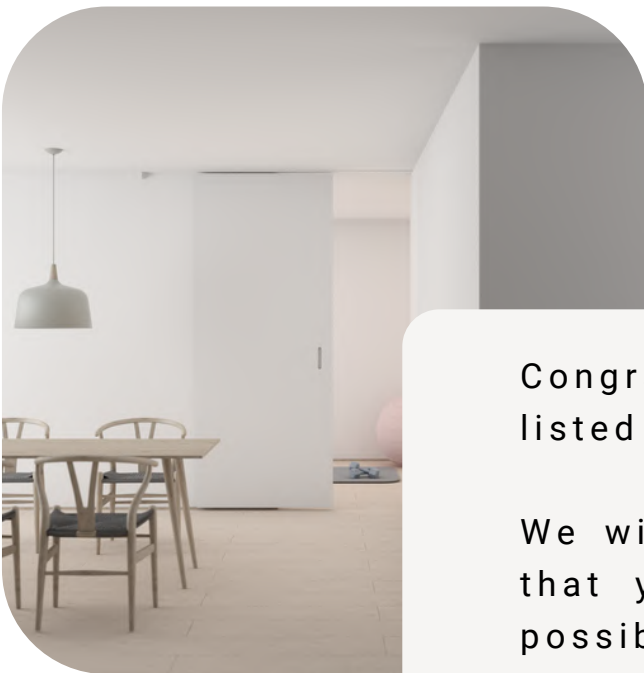
Claire Carter Smithson, Executive Broker  
HOMEWARD REALTY | 501-912-8836

# LISTING

# 05

We make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



Congratulations! You have officially listed your home for sale.

We will use our network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

The sign in your front yard, neighborhood mailers and social media campaigns are all just part of how we are advertising your home.

# SHOWINGS

# 06

For the first few weeks/ weekends, make sure your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



# SHOWING CHECKLIST

## IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights
- Turn on easy listening music
- Make sure showing binder and listing booklets are on the kitchen island



## IF YOU HAVE MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas



# OFFERS

07



## & NEGOTIATIONS

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, I will help you negotiate with the buyers to find a price and terms that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.

# UNDER CONTRACT

# 08

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract.

Some things that need to occur before the closing process can commence:

- Home inspection
- Appraisal
- Title search
- Final walkthrough with the buyer





# FINAL DETAILS

09

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over. I will be here holding your hand the whole way.

At this time you can start packing and moving into your new place!



# CLOSING

# 10

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser
- The ownership is transferred to the purchaser
- Any other documents including financing, insurance, and legal documents are exchanged
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid

Congratulations! You've sold your home!



# CUSTOMER TESTIMONIALS



- Claire was amazing to work with!! It was our first time buying a house, and we hit many roadblocks, but Claire was there every step of the way. She answered my billions of questions and always answered quickly! She was detailed and worked well with our mortgage officer, so we didn't have to worry about anything. She is kind and patient. Definitely recommend Claire!!

SARAH MALLORY



Claire has assisted me in selling two houses, two parcels of land and, the purchase of my current home. In all these transactions, she answered every question and email I had, and I had many. She clarified and helped make the process easy to understand. Claire is just as helpful, after the sale. I know she will give me honest replies and I won't hesitate to go to her again for my next real estate venture!



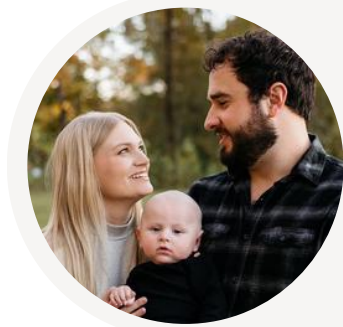
SHERRY NORRELL



- Claire is WORLD CLASS! From the way she takes care of people, serves her clients and interacts as a business woman in the Conway community- it's the best. I would highly recommend her to anyone wanting an experience with a real estate agent that will make them feel valued and taken care of!

CAITLIN BAILEY

# CUSTOMER TESTIMONIALS



- Claire absolutely kills the game!! She is so professional and hardworking, but at the same time down to earth and easy to talk to. She makes it very easy to make a connection with her clients which makes it easier to go through this process. It is huge to be able to trust your agent to work for you, and she proves it from day one that she does!

”

ETHAN BLY

”

Claire listens to her customers. She wants to know what it is you're wanting - whether selling or buying. She did a fantastic job selling my home in Bryant. She was patient, professional, responsive and you never had to wait on her to get back with you. She has only your best interest when selling your home. I couldn't have asked for someone more professional to have worked with. She goes the extra mile.



CECILE BLUCKER



- Hands down one of the most professional realtors in central Arkansas. And easily the hardest working. I have used Claire to purchase two homes and I will 100% be using her for any new home purchase. If you don't reach out to her you are legitimately doing yourself a disservice.

”

JASON BALDWIN

# CUSTOMER TESTIMONIALS



- Claire was so great to work with, extremely professional and quick with things. There were many times she went above and beyond from the pictures of the house we were selling to the purchase of our new home! If you want someone efficient, fast and all business this is your realtor! Claire ALWAYS responded within seconds if we had an inquiry on something or wanted to view an available home.. she was on it. Claire went above and beyond for us even at the end when the ball was literally out of her court.. she STILL made things happen! This woman is magic and she is AMAZING at what she does!

MARSHALL JACKSON

”

Our family recently purchased a second house with Claire Carter Smithson as our realtor. Claire is a great listener and quickly noted our specific needs and desires. She kept a watchful eye out for the appropriate property and notified us immediately of its availability. This allowed us to act quickly and make an offer. We are pleased to recommend Claire as a knowledgeable and competent realtor. She is a joy to work with.



JEANETTE WAGNER



- Claire Carter Smithson with Homeward Realty was the answer to a prayer. Very personable, always on top of deadlines and always looking after our best interest. She worked hard to get our 30 day closing and by the end of the process my husband and I felt like she was family. She listens to you and the details of what you are looking for in a home. If I could give her 20 stars I would.

LINDA PAYNE

CLAIRE CARTER SMITHSON

- HOMEWARD REALTY -

501-912-8836

[claire@homewardhomes.com](mailto:claire@homewardhomes.com)

# CUSTOMER TESTIMONIALS



- When we decided to work with Claire, we got more than we bargained for! She helped us find a new home and sell our previous home. She made it such an easy process and was always quick to answer any questions we had! She did all the hard work and went above and beyond. She was able to do a fantastic job while being personable and kind! Hopefully we won't be moving anytime soon, but if we do, we will without a doubt use Claire! We recommend her to family, friends, and strangers looking for a realtor!

ERICA HINDMAN

”

Claire was the absolute best realtor to work with! She was so patient as we looked at house after house with some houses we looked at multiple times. I loved how she wanted to make sure we found the absolute best house to fit our family and that we never settled for anything less! If you are thinking of buying or even selling your house talk to Claire. She is a wonderful source of information for both sides.

DAWN NUTT



”

- If you need a realtor to go above and beyond, Claire Carter Smithson is your girl! We recently bought and sold with her and it couldn't have been any easier. Claire was there for us every step of the way. From searching for our dream home the last 8 months to selling our current home within 24 hours once we found it! We could not be more thankful for Claire and all her guidance during this process. She is truly amazing!

CASEY OBERG

# RESOURCES

## LANDSCAPING & HVAC

Olive Branch Landscape ..... 501.513.7573

Top Notch HVAC ..... 501.232.3898

## ELECTRICAL & PLUMBING

Huff Electric ..... 501.416.7323

Superior Plumbing ..... 501.424.5015

## PAINTING & HANDYMAN

Nick's Painting ..... 501.269.9652

Possum Handyman ..... 501.697.8136

## CLEANERS & MOVERS

Rose to the Rescue ..... 501.697.1335

2B Organized ..... 501.944.9310

## FINANCIAL PLANNING

Matthew Carpenter ..... 501.269.0292

Gilberto Garcia ..... 501.652.0718

## TITLE COMPANIES

Lenders Title ..... 501.327.6811

Waco Title ..... 501.327.5803



# HOMeward REALTY



*Claire Carter Smithson*

Executive Broker, Homeward Realty



@homewithclairear



501.912.8836 cell



501.505.4009 office



claire@homewardhomes.com



814 Chestnut Street. Conway, AR

*www.HomewithClaire.com*