

# SELLING YOUR HOME



**BRG**  
— REAL ESTATE

[BRGonline.com](http://BRGonline.com)

# OUR MISSION

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## To help you make knowledgeable & confident selling decisions.

A home is often the single most important (and many time, largest) investment people make in their lifetime.

Our goal is to make your experience as seamless and stress-free as possible so you can feel confident in your decisions and get the best return on your investment.

We are skilled negotiators whose only objective is to secure the best deal for you. We'll prepare and negotiate all offers and counteroffers, adjustments to contingency dates or closing times, and any requested repairs.

Along the way, we'll keep you completely informed. You'll have online access to all documents, showing feedback, and more. In addition to myself, you'll have a team of administrative professionals and transaction coordinators working behind the scenes on your behalf.

We'll work hard to earn your trust and build a long-lasting relationship, and after the sale, we'll remain a resource for any real estate questions you may have.

IN 2022, WE HELPED  
**1800+**  
**FAMILIES**  
BUY OR SELL A HOME

1 HOME SOLD  
**EVERY**  
**4**  **HOURS**

**200+**  
EXPERIENCED REAL ESTATE  
PROFESSIONALS  
IN **5** STATES

**BRG**  
— REAL ESTATE



# HOW'S THE MARKET?

## Expert Insights for Today's Sellers

“ For homeowners deciding whether to make a move this year, remember that listing prices – while lower than a few months ago – remain higher than in prior years, so you're still likely to find opportunities to cash-in on record-high levels of equity, particularly if you've owned your home for a longer period of time.

- Danielle Hale, Chief Economist, realtor.com

“ Demographic trends are creating new buyers: There's strong demand for homes on many fronts. Many Americans who already owned homes decided during the pandemic that they needed bigger places, especially with the rise of working from home. Millennials are a huge group and in their prime buying years.

- Jeff Ostrowski, Senior Mortgage Reporter, Bankrate

“ Signs of a broader slowdown in the housing market are evident, . . . This is in line with our previous expectations and given the notable cooling of buyer demand due to higher mortgage rates. . . . Nevertheless, buyers still remain interested, which is keeping the market competitive — particularly for attractive homes that are properly priced.

- Selma Hepp, Interim Lead of the Office of the Chief Economist, CoreLogic

# What's Ahead for Mortgage Rates and Home Prices?

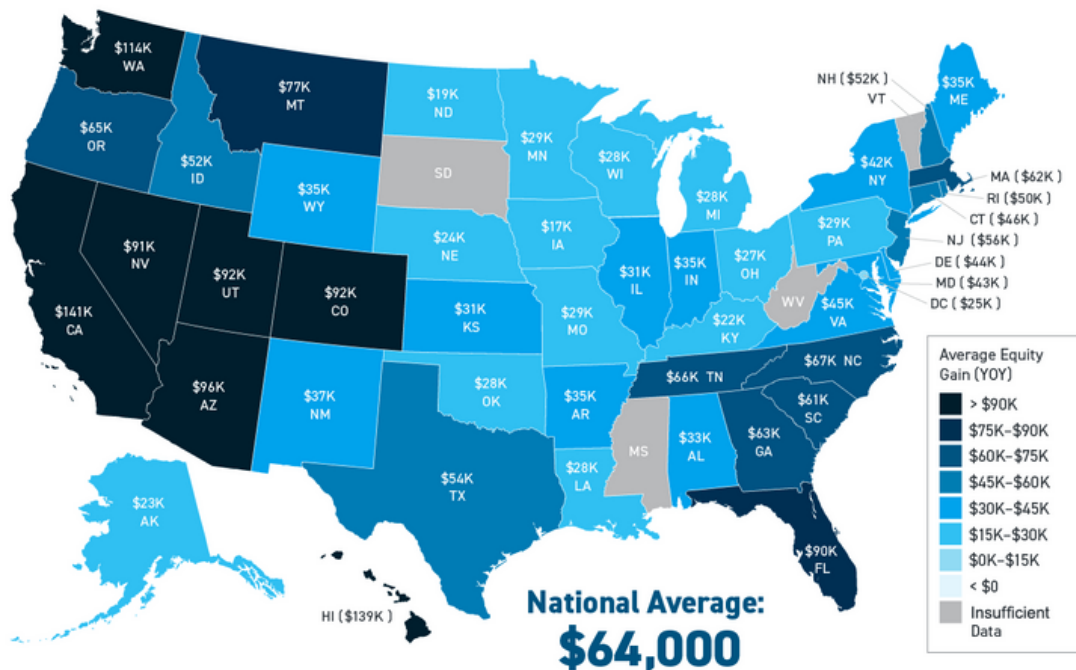
## MORTGAGE RATES WILL RESPOND TO INFLATION

Where mortgage rates will go from here largely depends on what happens with inflation in the year ahead. If inflation pressures ease, mortgage rates could pull back.

## HOME PRICE APPRECIATION WILL VARY

Some experts call for slight appreciation and some call for slight depreciation on a national level.

## AVERAGE EQUITY GAIN OVER THE LAST 12 MONTHS



# More Listings Are Coming onto the Market

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Recent data nationwide shows more listings are coming to the market this year.

**Inventory is expected to increase 22.8% in 2023**

**22.8%** 

## What Increased Housing Supply Means for Current Homeowners

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At first glance, the increase in housing supply may not sound like good news for sellers, but it does give you opportunities in today's housing market.

**Supply has surpassed 2021 levels by over 50%. But the further back you look, the more you'll understand the bigger picture. And if you go all the way back to 2019, the last normal year in real estate, we're roughly 30% below the housing supply we had at that time.**

# Your Home's Asking Price Matters More Now Than Ever

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## Today's Market Is Different Than Recent Years

Higher mortgage rates have impacted the housing market in 2022. As the cost of financing a home purchase rose, buyer demand moderated but it doesn't mean it's suddenly a buyers' market, just that it's a more moderate sellers' market than we've seen over the past two years. And, in today's market, the way you price your home matters more than ever.

**BRG's list-to-sales price ratio is consistently higher than our local MLS's average list-to-sales ratio. Our goal is to recommend a list price for your home that will ensure you receive the highest possible price in the least amount of time.**

The technology and data available to real estate professionals today are incredible. It provides some of the most useful, up to date information about recent real estate transactions at the touch of a button. This type of report, traditionally referred to as a CMA (Comparative Market Analysis), can be extremely helpful and accurate as homeowners consider selling their home. How to use that data, how to interpret it and supplement it as it pertains to your own personal situation, that's where the differences lie.

At BRG we're going to use all of the data available to us and then we're going to dig in. We're going to look at all possible factors as we work with you to determine the highest and best sales price for your home. We'll not only analyze what homes in your market subset have sold for, but we'll look at all the other factors that may have had an effect on the sale. This may include condition of the property, dated interiors, poor staging, low traffic, urgency of sale, foreclosure or pre-foreclosure, poor curb appeal, poor photo quality, and more. In addition, we're going to analyze national data, including financing availability, interest rates, and economic trends.

Next, we'll carefully consider the local market's real estate and economic trends. We'll analyze the demand for your price range across our entire market area, conduct an absorption rate analysis, track buyer trends in our local market, and look at other similar properties in both a small and large subset of your home's location. This all-encompassing approach ensures that an accurate pricing strategy is put into place when your home hits the market. That's the BRG difference.

# Preparing Your Home

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A property attracts the most attention, excitement, and interest when it is first listed on the market. A home that is priced right and well marketed when first listed is positioned to generate the level of interest needed to sell the home for the highest amount possible. When your home hits the market, we want to make certain that it is being shown in the best possible light from the beginning. We'll tour the home together and discuss any items that we feel should be addressed if necessary to improve your home's appeal to prospective buyers based on current market conditions. This may include minor repairs, de-cluttering, staging, enhancing the curb appeal, and more. We've included a Pre-Listing Checklist in our Seller's Folder to help you get a start on preparing your home to sell.

## Buyer Perception Impacts Value.

Initially, buyers will focus on the property's features, cleanliness and condition. The #1 recommended improvement in the "Home Sale Maximizer Survey" has remained the same for several years: Clean and de-clutter. In general, you want to clean the entire house and make sure that everything has its place. Next, they will begin to hone in on the details, the specific parts of the exterior, interior, yard, and more.

**Most importantly, buyers comparison shop. They look at a median of 8 homes during the shopping process and compare the features, condition, and price of your home against your competition. They will give a relative value to your property in comparison to other homes on the market based on the presentation.**



# Marketing Your Home

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**95%**

**of home buyers used the internet to search for homes. As a result of an internet home search, buyers most often walked through the home that they viewed online, followed by viewing the exterior of homes.**

The most useful website feature to buyers was photos for nearly nine in 10 buyers under the age of 57. Detailed information about properties for sale was also very important to all age groups.

95% of home buyers used the internet to search for their home. The BRG difference is that we not only excel in marketing to that 95%, but we also excel in finding and marketing to the other 5%.

Finding these additional potential buyers means the demand for your home goes up. When demand goes up, price goes up and days on market go down.

We're serious about marketing. Our experienced agents and brokers are equipped with the tools and the knowledge needed to ensure your property is presented to an audience of qualified and interested buyers. Our marketing is designed to give you an edge over other sellers. Rooted in technology, we increase interest in your property and engage potential buyers both online and off. We have an in-house marketing team which gives us the flexibility to capitalize on every property's unique characteristics and we make use of outside resources by hiring the best professionals in the business. We are a modern brokerage for buyers and sellers who expect the best.

In order to get maximum exposure for your property, we're going to employ a number of different tools and strategies.



**Photography**



**Direct Mail**



**Online**



**Email Marketing**



**Signage**



**Events**



**Print**



**Network**



# Professional Photographs

Home shopping is visual and emotional. Buyers searching for a place to build a life begin forming an emotional reaction to a home starting with their very first glance of a photograph online. The quality of your home's photos online can be the reason your home sells in record time or lags on the market with low traffic. Over 90% of homebuyers consider property photographs to be “very useful” in their decision making process.

When your home is ready, we hire a professional, real estate photographer so that your home is showcased online in it's best possible light. Depending on the property, we may also hire a professional videographer and/or a certified drone operator to gather more imagery of your home.



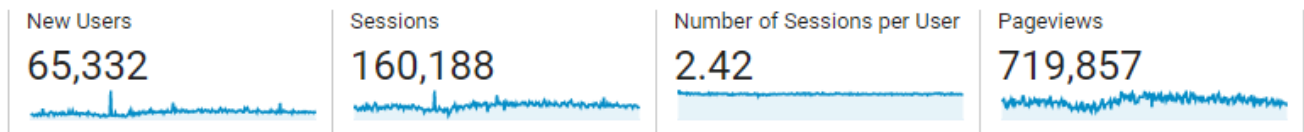
# Online

We already know that 95% of buyers use the internet for their home search.



As one of the most innovative agencies in the area, we excel in marketing your property to buyers across the globe with a **network of top-ranking websites** utilizing SEO best practices, google analytics, and sophisticated retargeting of potential buyers.

BRG operates a number of websites, each designed with its own specific search engine optimization parameters. This strategy allows us the opportunity to put your property in front of more potential buyers and connect with those buyers immediately. Our top-rated websites bring in thousands of online visitors each and every month.



Additionally, our backend tools and systems are some of the most innovative and top-rated in the industry. This allows us to continually gauge buyer interest in your property as well as interest in properties comparable to yours, and to provide a constant and consistent flow of information to those prospects to keep your property top-of-mind.



# Syndication

In addition to our own network of top ranked websites, we syndicate your listing to several consumer sites across the country and across the world. As soon as a property is listed with BRG, it begins a journey to exposure around the world.

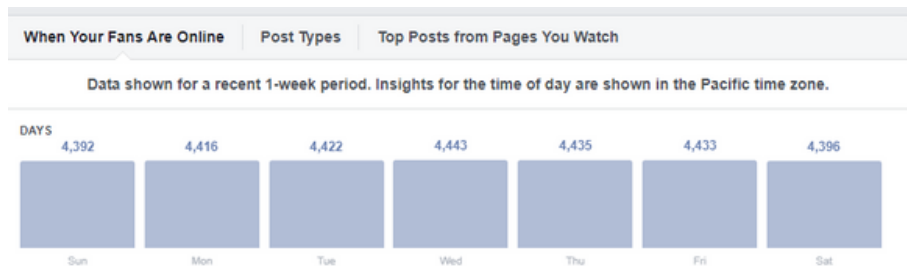
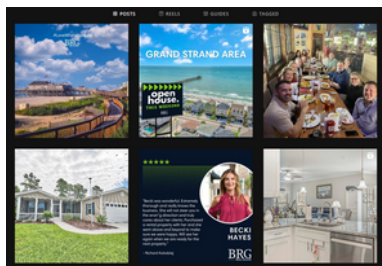


# Social Media

With over 20,000 social media followers, we have one of the most robust and engaged social media programs in the area, consistently outperforming much larger agencies.

**Why do we invest so much in social media? Because home buyers are on social media.**

- Facebook has 1.96 billion daily active users.
- 500 million individuals use Instagram on a daily basis.
- YouTube is the second-largest search engine globally and generates over 1.7 billion unique monthly visitors.
- LinkedIn has more than 830 million active users.



# Signs, Print Materials, Direct Mail

Unless your neighborhood has restrictions on yard signs, we will display a simple, clear, easy to identify, and easy to read sign in your yard.

We'll use professionally designed Property Information Sheets, "Just Listed" direct mail pieces, neighborhood flyers, and more.

If appropriate, we may also discuss additional events like a Broker Home Tour or an Open House.

Whatever the circumstance, you can count on professionally designed pieces to drive traffic and to showcase your home.



# Email Campaigns



Cooperation with other agents who work with buyers is a key component in our local marketing strategy. We keep your property front and center with weekly email alerts to every REALTOR® in the area as well as commission incentives for targeted REALTORS® with buyers currently looking for homes in your neighborhood.

We also have an extensive network of real estate investors across the country. We keep them apprised of our listings that meet their investment criteria.

We leave no stone unturned when it comes to finding buyers for your property.

# Closing the Deal

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We are a team of experienced agents and brokers as well as skilled negotiators whose only objective is to secure the best deal for you. We follow the latest market data trends, we help maximize your pool of buyers, we understand all the fine print in today's increasingly regulatory contracts, and we know how to set the right price to bring you the best return in the least amount of time. We'll also prepare and negotiate all offers and counteroffers, adjustments to contingency dates or closing times, and any requested repairs.

Along the way, we'll keep you completely informed. You'll have online access to all documents, showing feedback, and more.

## After the sale

Building a team of knowledgeable professionals who are not only market leaders but also good people focused on the communities they serve is one of our top priorities. In 2022, an extraordinary percentage of our agents and real estate teams were in the top 20% of the MLS, with a number of them in the top 2%.

We'll work hard to earn your trust and build a long-lasting relationship. We'll remain a resource for any real estate or area questions you may have.

We take real estate seriously but we have a lot of fun doing it. Our client appreciation events have become something we all look forward to...we love reconnecting with past clients. In fact, we're already looking forward to seeing you at the next one!



# About BRG Real Estate

In 2011, BRG began as an idea that a small, elite team of real estate agents committed to providing the highest levels of service, expertise, and professionalism could become a viable company in this competitive market. We made a conscious effort to focus on the clients instead of the numbers and in doing so, the clients were happy, the business thrived, and the numbers took care of themselves.

For several years, BRG has been the #1 Independent Real Estate Company along the Grand Strand - where we started - and have since expanded into:

**Multiple Regions of South Carolina, North Carolina, Florida, Tennessee, and Georgia.**

Our guiding philosophy in 2011 and still today, is that the most important aspect of every real estate transaction should be the relationship between the agent and their client. Above all else, it is our goal to provide you the most exceptional service available. We want to exceed your expectations, build an enduring relationship, and sell your home for the most amount of money, in the least possible time.

**THANK  
YOU!**

Thank you for taking the time to review this information. I look forward to helping you in any way possible as you consider this important move.

**BRG**  
REAL ESTATE