



SOLD

WITH

BETH ALLEN

FROM START TO SOLD. ALL THE DETAILS YOU NEED TO SUCCESSFULLY LIST & SELL YOUR HOME.





WELCOME

Hi, I'm Beth and I believe in home.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Beth Allen



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BETH ALLEN

REALTOR®, Mother,
& Military Spouse

ABOUT ME



Hi, I'm Beth, a dynamic professional in the real estate industry. As a dedicated mother of three and a military spouse, I bring a unique perspective to my role as a REALTOR®. My commitment to transparency, honesty, and open communication forms the foundation of my approach in empowering clients through their real estate journey.



www.soldwithbethallen.com



@soldwithbethallen

WHY HIRE A TEAM?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.

SAY HELLO TO MY TEAM...



NIC WILLIAMS
Broker



BETH ALLEN
Licensee



RANDI WELLS
Transaction
Coordinator

SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Beth



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

01 *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Tidy away items of use (books, toys, blankets, etc.)

03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Make the bed, and declutter the general area.

04 *Bathrooms*

- Clear all counters of products (I recommend using an easily stored basket!)
- Remove all personal accessories
- Wipe/Clean everything down

05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns / Snow removal as needed
- Have any extra "clutter picked up" (trash cans, hoses, etc.)

06 *Front Entry*

- Sweep front porch + add welcome mat
- Flowers welcome
- Trim, mow, and snow removal regularly

07 *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint if possible
- Remove photos, identifying items, and general clutter

08 *Final Clean*

Prior to photos, staging, and videos you'll have an option to hire a professional cleaning crew to come in to give the home a good deep clean.

A deep clean communicates that the home has been well cared for and increases the home's appeal to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 1-2 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is a 2-4 hour event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your online listing material
- Social media posts & ads
- Open house materials (as needed)
- Video material for greater marketing appeal



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

REAL ESTATE SITES : The modern way to find a home is through a buyer's preferred site of choice. Zillow, Trulia, RedFin, Realtor.com - the choices are vast! I make sure to align our marketing and listing with as many as possible to ensure the greatest amount of exposure.

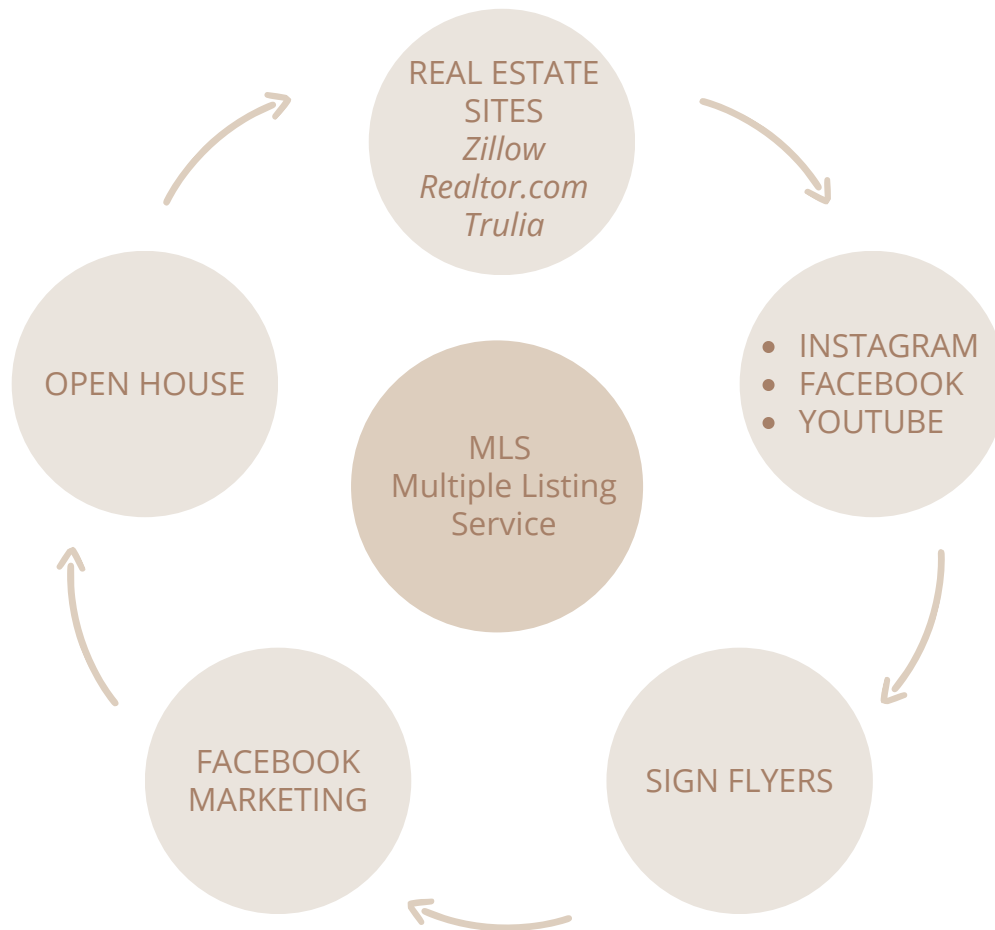
02

SOCIAL: They see you online while insomnia home scrolling, and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to request more information and a tour!

03

OPEN HOUSE: A tactic used in my strategy if a home seems to have gone stale in the market after a couple of weeks. Since most of our homes are rural, an Open House out the gate doesn't seem to attract as much attention as offering open doors to those who have been watching you online for the past 2 - 4 weeks.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos
- *REMEMBER you can use your garage or outside storage as needed*

REAL ESTATE SITES

- Integrated to major real estate sites
- Statistical tracking available (ZILLOW)

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

COMING SOON

- Sign is placed in yard
- No showings until live in the MLS
- Generates Interest

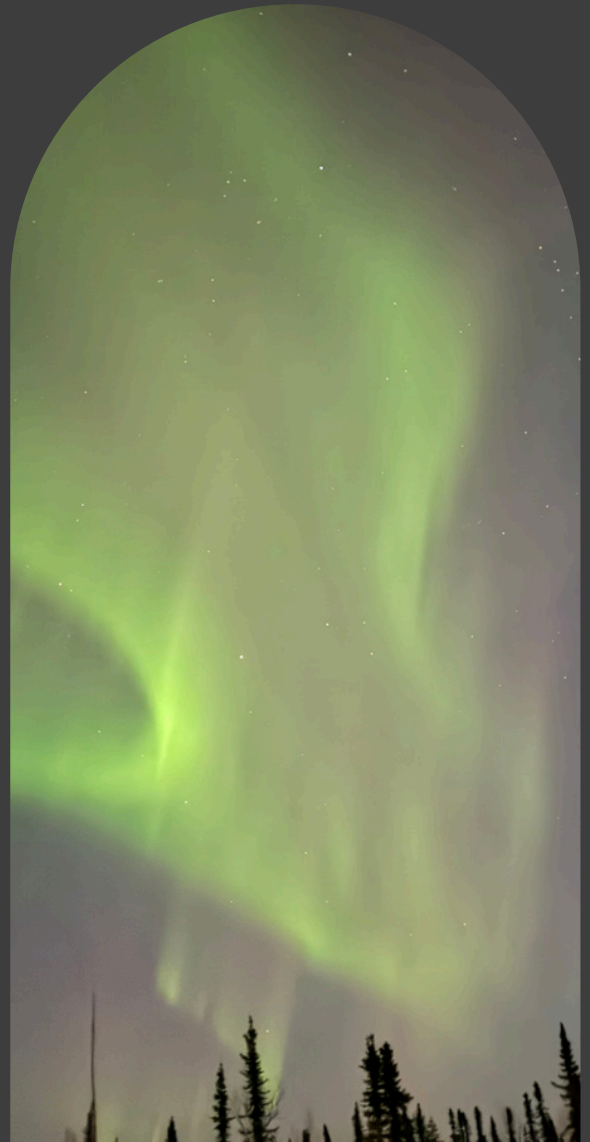
OPEN HOUSE

- I will give you regular updates on how the market is responding to your home.
- Open house discussion 2 weeks after going live if needed

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.



ESTIMATED SELLER NET PROCEEDS

MORTGAGE AND TAX COSTS

Prorated Property Tax Owed:	\$
1st Mortgage:	\$
2nd Mortgage:	\$
Other:	\$
Other:	\$

Total Mortgage and Tax Costs: \$

ESTIMATED COSTS

Title Policy:	\$
State Transfer Tax:	\$
Special Assessment Letter:	\$
GAP Coverage:	\$
Title Company Closing Fee:	\$
Deed Preparation:	\$
Mortgage Payoff Fee:	\$
Brokerage Commission:	\$
Attorney Fee:	\$
Home Warranty:	\$
Repairs:	\$
Testing:	\$
Other:	\$
Other:	\$

Total Estimated Costs: \$

ESTIMATED NET PROCEEDS TO SELLER

Estimated Selling Price:	\$
(-) Less Mortgage and Tax Costs:	\$
(-) Less Total Estimated Costs:	\$

Estimated Net Proceeds: \$



ESCROW PROCESS

In real estate, the word escrow gets used in many different scenarios.

For this situation, escrow is everything that occurs AFTER you accept a buyer's offer, and before the sale is complete with ownership transfer. Things included in this period are inspections, appraisals, title reports, surveys, repairs, and more.

By working closely with me and other industry experts, you'll be better able to understand what escrow is all about!



COMMON

01 *Due-Diligence*

Every contract has a 15-day inspection contingency, known as “Due Diligence”. This is where the buyer is able to do their due-diligence on the property with a professional inspection and negotiate.

02 *Financing Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03 *Appraisal Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 *Home Sale Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, **all of it important**. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This is typically completed **24 hours** after both the buying and selling parties have signed documents, and the Buyer's lender has set to fund.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

Soldwithbethallen

What you
CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Beth Allen

what others
ARE SAYING



KRYSTAL & JAY

Beth has been beyond amazing and accommodating. She has went above and beyond for us on multiple occasions and works diligently and gracefully to make sure we have everything in a timely manner!



JACK

"Beth is amazing, tenacious, and just overall the best. She brings a personal touch to the home buying process that I'm not really sure you could get elsewhere. Her way of explaining things left me nothing short of confident during, and her excitement for both her work and my new home was both infectious and refreshing. I cannot suggest Beth enough if you're looking for a realtor you can trust."

READY TO LIST?

Set your appointment here:



SCAN ME



GET IN CONTACT



BETH ALLEN

REAL ESTATE AGENT



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