



HOME SELLER GUIDE



Understanding the selling process in the Atlanta Market from **CONSULTATION TO CLOSE.**



FATIMO DUPE SALAMI

REALTOR

📍 Greater Atlanta, GA.

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Born and raised in the city of London, England; Fatimo Salami grew up in an environment buzzing with beautiful architecture and has been fascinated with the world of Real Estate from a very young age.

A degree in Accounting and Finance and a 15-year career in Strategy and Analytics detoured her from pursuing her passion for Real Estate until she moved to Atlanta to be with her husband in 2017.

Shortly after her move to Atlanta from the United Kingdom, her then 15month old son was diagnosed with Sensory Processing Disorder (SPD) and Global Developmental Delay (GDD), she knew at that moment that being unavailable to her son was not an option and going back to work full-time wasn't going to work for her family.

She decided she had to do something she was passionate about that availed her time for her growing family and she decided to be a Realtor.

WHAT DIFFERENTIATES HER? Fatimo goes into every transaction with the mindset that it's all about the client and their needs and her priority is helping them get their needs in a manner that's ethical and suitable to the client's need. She has renowned credibility in resolving difficult transactions.

She understands that the purchase or sale of Real Estate is a major transaction, one that should be handled by a professional, trustworthy, integrity driven and a committed Realtor, and she prides herself in having all these qualities.

WHAT DOES SHE DO WHEN NOT BEING A REALTOR? When she is not busy helping her clients with the purchase and sales of Real Estate, she is busy being a mother to her imperfectly perfect growing boys and being a supportive wife to her husband.

EDUCATION:

BA (Hons) Account and Finance

Certified Chartered Accountant

Licensed Real Estate Sales Person

Certified Probate Real Estate Specialist

WHY KELLER WILLIAMS?

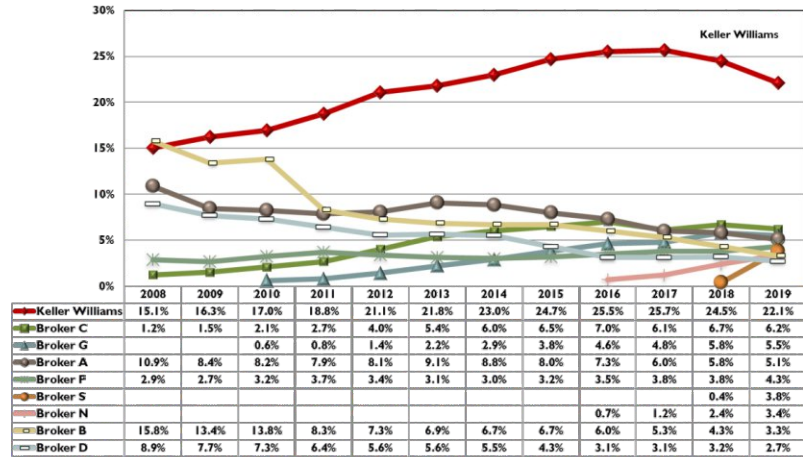
Keller Williams Realty is **NUMBER 1**

According to data analysis done by ChartMaster Service LLC, Keller Williams closes more transactions in the Greater Atlanta area than any other Residential Real Estate brokerage in the city.

Atlanta Business Chronicle ranked Keller Williams First Atlanta the No.1 Residential Real Estate Company in Atlanta.

Market Share of Closed Transactions Intown Atlanta Market

Total Sell + List Sides for Sales of Detached + Condo/Townhome Residences



FMLS data for Single Family Detached residences. Data is believed to be accurate, but is not warranted. ©2019 ChartMaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of chartmasterchuck@aol.com.



WIN-WIN
INTEGRITY
CUSTOMERS
COMMITMENT
COMMUNICATION
CREATIVITY
TEAMWORK
TRUST
SUCCESS

- or no deal
- do the right thing
- always come first
- in all things
- seek first to understand
- ideas before results
- together everyone achieves more
- starts with honesty
- results through people

MY 10+ CUSTOMER SERVICE COMMITMENT

As the REALTOR® you have chosen to exclusively represent you in the purchase of your new home, I promise that I will:

1. Provide you with 10+ Customer Service during the entire selling process including, taking the time to understand your wants, needs and expectations, returning your calls and emails the same day and being honest with you at all times.
2. Help you obtain the highest possible price for your house in the shortest amount of time.
3. Advise you on pricing and assist you with staging your home.
4. Implement the 10 Point Marketing Plan to market your house through as many channels as possible.
5. Coordinate the home showing process.
6. Present all offers in person and advise you on the terms and contingencies.
7. Negotiate offers on your behalf.
8. Schedule and coordinate completion of contingencies and inspections.
9. Monitor the buyer's loan process.
10. Coordinate and supervise the preparation of all closing documents and guide you through the closing process.

THE ATLANTA REAL ESTATE MARKET

This data is up what the market did up till end of 2019.

4Q 2019 Intown Market Report

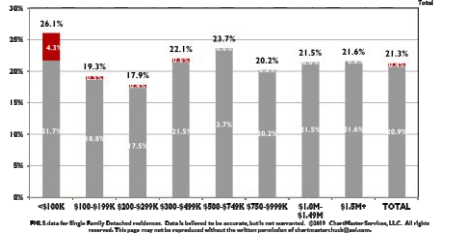
Previous Listing Period Data Included
4Q 2019 Only

Realistic Pricing
Produces Best Results:

- 21.3% Overall Sold at or above Original List Price
- 382 properties in these areas during 4Q 2019
- Multiple Offer Potential in all price ranges
- Exists in all price ranges

Sales with SP/OLP => 100%

4Q 2019 Percent of Total Sales



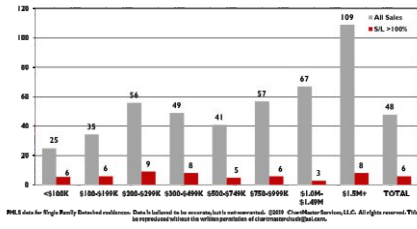
4Q 2019 Intown Market Report

Previous Listing Period Data Included
4Q 2019 Only

Market Pricing =
Much shorter Time on Market

DOM for Sales at SP/OLP => 100%

4Q 2019 Median of DOM by Price Range



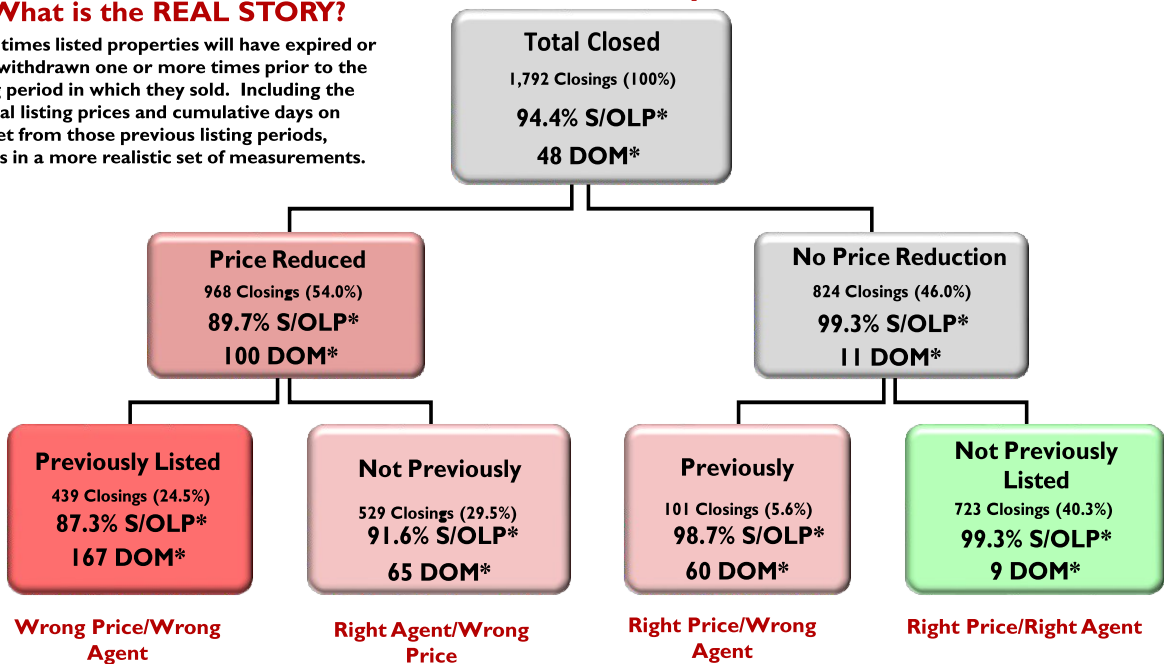
4Q 2019 Intown Market Report

Previous Listing Period Data Included
4Q 2019 Only

The Real Story

What is the REAL STORY?

Many times listed properties will have expired or been withdrawn one or more times prior to the listing period in which they sold. Including the original listing prices and cumulative days on market from those previous listing periods, results in a more realistic set of measurements.



Wrong Price/Wrong Agent

Right Agent/Wrong Price

Right Price/Wrong Agent

Right Price/Right Agent

* Medians: Half are above and half are below

FMLS data for single family detached residences. Data is believed to be accurate but is not warranted. ©2019 ChartMaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of chartmasterchuck@aol.com.

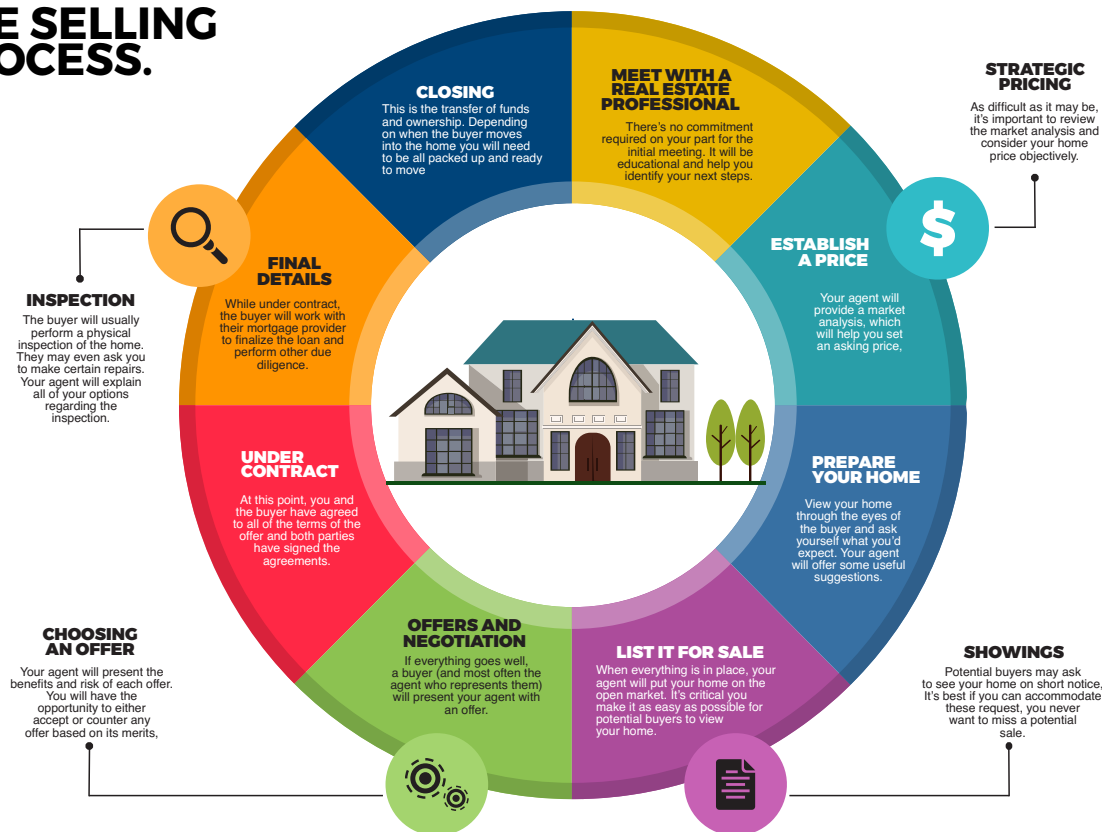
Inventory is low in the greater Atlanta market, so when houses come on the market, they are currently selling faster than they did in the past



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THE SELLING PROCESS.

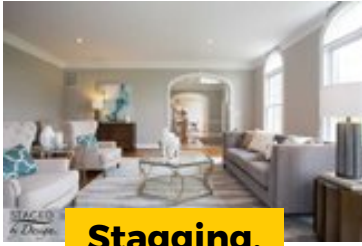


TEN STEPS TO SELLING YOUR HOME

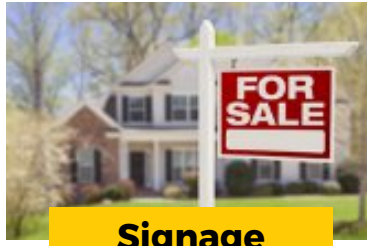
- 1. Define your goals, wants, needs and expectations:** A good place to begin is by exploring your short and long term goals in life and how selling your home fits in. I will walk through a process I use to thoroughly understand my client's goals, wants and needs to ensure that your expectations are met.
- 2. Determine the best price for what's going on in the market right now:** We assess the current state of the market and what comparable homes are actually selling for by reviewing a Comparative Market Analysis (CMA) on your home. That way, we can objectively determine its fair market value and price it right.
- 3. Prepare your property so that it is in top-selling condition:** Most of us don't keep our homes in top-selling condition. I will work with you to help you see things from a buyer's point of view. I will consult with you on what to repair, replace or remove so that your home makes a GREAT first impression.
- 4. Implement time-proven, research-based marketing strategies:** Your home will be marketed with a 10 point marketing plan that has the highest potential for bringing not only the most buyers, but also the most qualified buyers to your doorstep.
- 5. Show your property:** Always keep your home in top-selling condition. When you leave for work, make sure that your home remains in top-selling condition. You know what they say about first impressions! 6.
- 6. Receive an offer:** When a buyer decides to buy your home, an offer will be presented. I will advise you on the offer and whether the buyer is qualified to purchase your home.
- 7. Negotiate to sell:** Most offers require some level of negotiation. We will work together to decide your parameter and I will negotiate on your behalf.
- 8. Have your home appraised and inspected:** Once you have accepted an offer, I will work with the buyer's agent to coordinate an appraisal, inspections and a survey (if required). If the buyer requires that certain repairs be made on your home, I will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.
- 9. Prepare for closing:** A few days before closing (also known as settlement), I will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. I will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.
- 10. Close!:** At the closing meeting, ownership of your property is legally transferred to the buyer. I will be present to advise you and ensure that everything goes according to plan.

HOW WE MARKET YOUR HOME

TEN POINT MARKETING PLAN



Staging.



Signage



Video



Script Writing



Brochure



Virtual Tour



Photography



Social Media



Online Marketing



Open House

1. Staging and Pricing Strategies

2. For Sale Sign, Rider Signs, and Directional Signs.

3. Tube or Box with flyers in neighborhood.

4. Flyers in House/Home Distribution of Flyers in Neighborhood.

5. MLS (Multiple Listing Service)

6. Web listing with Virtual Tour.

7. Open House Program.

8. Track Showings/Collect Feedback.

9. Weekly Seller Updates.

10. Property Caravans (Holding the house for other agents in the area to see.)

Optional Points:

1. House Featured in "Marketing Vehicle" (Calendar, etc.)

2. Voice Broadcast

3. Target Marketing

4. Creative Marketing Ideas



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MARKETING PLAN FOR ACTION

FIRST WEEK ON THE MARKET

- Put up "For Sale" and Install Lock Box
- Order & Take Interior and Exterior Property Photography
- Submit Listing to Multiple Listing Service
- Prepare property flyer/brochure
- Submit property listing with photos to select real estate websites

SECOND WEEK ON THE MARKET

- Schedule Virtual Tour.
- Invite local Realtors to tour your home
- Schedule, market and prepare to hold Open House
- Prepare and place advertisement with select print and online media outlets

THIRD WEEK ON THE MARKET

- Update Seller of Activity on Property & Sent all Marketing Links
- Customized Brochures Delivered to Property (Once Received)
- Property Showings and Follow-Up / Feedback

ON GOING

- Handle incoming calls and schedule showing appointments.
- Update you on showings and feedback from buyers.
- Pre-qualify buyers
- Present all offers and recommend counter-offer strategies.
- Review price based on agent input & market conditions.

ASAP

- Obtain an acceptable contract on your property.

Getting your home sold in the least amount of time for the most amount of money is my top priority.



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