




THE SELLER'S HANDBOOK


your guide to a successful home sale




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JEFF WILLIAMSON II

Your Cincinnati Real Estate Agent

SAL.2006003705

A Licensed REALTOR® with 15+ years of experience. Focuses on your specific needs and listens to what you want. Provides a seamless service from start to finish to make the real estate process as enjoyable as possible for you. Goes above and beyond to help you get the results you want and succeed in this transaction and each one to follow. Proudly serving Hamilton, Butler, Warren, and Clermont Counties!

When you choose me as your REALTOR®, you get me without any frills or sugarcoating. Whether you are buying or selling a home, I will help you get where you want to go. When it comes to my clients, I put my money where my mouth is. I do whatever it takes to help my sellers get top dollar with investment in professional photography, marketing ad spend, and more. For my buyers, I go above and beyond to help locate the best property that matches your unique lifestyle. I am not here to tell you what to do or make any decisions, I am here as your coach, your guide, to help you uncover your best options to make informed decisions, mitigate risk, and find long-term success through real estate. When the transaction is over, I will continue to be there whenever you need me as your lifelong REALTOR®.



THE PROCESS

THE PRE-LISTING PROCESS

Pricing
Staging
Photography
Marketing

MARKETING

Signage
Email Marketing
Flyers
Security
Open Houses
Online Marketing

POST-LISTING

Showings
Offers
Negotiations

CONTRACT TO CLOSING

Inspections
Appraisals
Contingency Removals
Closing



THE STEPS TO SOLD



MARKET ANALYSIS & PRICING

It will come as no surprise to you that price may be the most important part of any real estate transaction. Determining the ideal price from the start puts you in the best position to attract the maximum number of buyers in the timeframe you've set.

The best asking price is usually within 5% of market value and typically results in a quick and prosperous sale. **Don't worry – I'm here to help you arrive at that price through market analysis and comparison.**

PREPARING YOUR HOME

A little prep goes a long way when it comes to showing your home in its best light! Together, we will make sure your home will stand out from the competition.

- Deep Clean
- Home Maintenance Check
- Declutter & Organize
- Home Staging
- Quality Photos

THE STEPS TO SOLD

LISTING YOUR HOME

Once your home is prepped and your asking price is finalized, it's time to list your home for sale! Making sure your home is displayed professionally on the Multiple Listing Service and online home search sites is my specialty. Sit back, relax, and let me do the heavy lifting here.

MARKETING

Next, I'll start marketing your home to get more eyes on your property. My goal is to make your property stand out on the market via an aggressive marketing plan consisting of:

- Staging & Photography
- Pronounced Signage
- Professional Property Flyers
- Targeted Mailers
- Social Media Exposure
- Email Marketing
- Realtor Networking
- Reverse Prospecting
- Open Houses

SHOWINGS

Prior to listing your home, we will decide on an acceptable notice time for showings — that way you are never caught off guard with visitors. Potential buyers will access your home via electronic lockbox. Here are some tips for getting the most from every showing:

- Be flexible with timing
- Clean and clear the home prior to showings and open houses
- Turn on lights, open blinds, take out the trash
- Use scents sparingly
- Lay out printed material
- Vacate for buyer's comfort
- Take your pets with you

THE STEPS TO SOLD

OPEN HOUSES

We will strategically hold open houses for your property to engage online and offline buyers. I or a member of my team will be present at all open houses to answer any questions that may come up. We will review feedback and discuss next steps together after each open house.

NEGOTIATE OFFERS

Great — the offers are rolling in! We will review all offers presented and determine which one will give you the best financial outcome. Once an offer is accepted, the buyer will schedule an inspection of your home.

INSPECTION

A home inspection is ordered by the buyer and typically happens 7-14 days after the offer is accepted. Once the inspection(s) is completed, the buyer may request repairs. This may result in a second round of negotiations for repairs, price reductions, and/or change in other terms of the contract.

APPRAISAL

If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As the seller, we want the property to appraise for at least the sale amount or more. This was taken into consideration during the price setting process.

CLOSING

Once all financing is complete and negotiated repairs have been made, it's time to finalize the sale! Remember to give the buyer all keys, garage door openers, mailbox keys, gate cards, etc. at the closing.

TIPS FOR A SUCCESSFUL NEGOTIATION & SALE



DISCLOSE EVERYTHING.

Smart sellers proactively go above and beyond legal necessity to disclose all known property features and defects to potential buyers.

ASK QUESTIONS.

Offers sometimes contain complicated terminology and/or three or more addenda. I'm here to walk you through it — but don't hesitate to ask questions!

RESPOND PROMPTLY.

Timing is everything when it comes to real estate transactions.

STAY CALM AND BE PATIENT.

It's best for everyone to keep communication civil and agreeable. I'm here to help!

BE CAUTIOUS WITH CONTINGENCIES.

When you've landed your buyer, your signed acceptance of a written offer becomes a sales contract. Except for removing any contingencies, this document is the binding basis for the sale.

CHAT WITH ME!

It's my responsibility to represent your best interest every step of the way, so be clear about what you want so we get the best possible outcome.



WHAT CLIENTS SAY

It was a great pleasure working with Jeff. I felt no pressure from the time I contacted Jeff to walk me through the process of listing my home to the actual closing date. Jeff was professional, very knowledgeable, polite, kind, patient and provided excellent guidance every step of the way. I would highly recommend Jeff if you want someone you can trust to guide you to get the best value for your home. He made a very difficult personal decision very easy for me.

Debra, Cincinnati, OH

Most recently, Jeff Williamson helped sell my home fast, having received several great offers within days of listing. This is the fourth or fifth time I've used his services and I'm always happy. Very knowledgeable about the Cincinnati market and all the quirks about real estate transactions that the average home buyer wouldn't know or even think about. I highly recommend him and his team!

Mike, Cincinnati, OH

Jeff was an absolute pleasure to work with. This was my first time selling a house AND I was managing the process from across the country. Jeff was always one step ahead of everyone else involved, which really put my mind at ease. He made what I thought was going to be a very stressful task seem simple. Highly recommend!

Ashley, Cincinnati, OH

Jeff was wonderful to work with, would ABSOLUTELY recommend him to anyone in the Cincinnati area looking to buy or sell! He was very informative and helpful even through some hiccups (to no fault of him or us) during our buying and selling process. Jeff was always quick to reply to texts or calls and very easy to work with for custom MLS searches and through the entire selling process.

Michael, Cincinnati, OH

Jeff did a fantastic job with the sale of my mother's home. He's got his finger on the pulse of the market. Highly recommended. Courteous, resourceful, and quick to reply to any questions or concerns. A great experience all around.

Cody, Cincinnati, OH

SELLER'S CHECKLIST

PREPARING FOR YOUR HOME LISTING PHOTOS & SHOWINGS

GENERAL

- Hang wreath and add welcome mat to the front door.
- Test all lights and replace bulbs as needed.
- Leave all lights on and all fans off.
- Touch up paint and fill holes or scratches in walls.
- Declutter as much as possible, removing excess furniture and personal items.

KITCHEN

- Clear countertops of all appliances if possible.
- Empty sinks and put away all dishes. Put all sponges, brushes, and dish soap under the counter.
- Empty garbage and move cans & bins to garage.
- Remove all artwork and magnets from refrigerator. Remove all items from the top of the firege.
- Put animal dishes and kennels out of sight.
- Remove extra rugs, potholders, trivets, and dish towels.

BEDROOMS

- Make beds and tidy the rooms.
- Put away all clothing, toys, and valuables.
- Remove family photos and any inappropriate artwork.

BATHROOMS

- Clear all countertops of personal items.
- Clear shower stalls and bathtubs of all personal items.
- Clean mirrors and glass surfaces, empty garbage and hide bins.
- Hang towels neatly and remove rugs.
- Remove plungers and cleaning items.
- Keep toilet seat and lids down.

EXTERIOR

- Lawn should be freshly mowed & edged, and bushes trimmed.
- Neatly coil hoses.
- House numbers should be clean and visible (not faded).
- Pressure wash driveway.
- Move or remove any yard clutter.
- Organize patio furniture and children's toys.



JEFF WILLIAMSON
GROUP

JEFF WILLIAMSON'S HOME SELLER GUIDE

HOW I SELL YOUR HOME FOR THE HIGHEST PRICE POSSIBLE



11,982+

Avg. views per video

1. HD Video Tour

This is NOT merely a picture "slideshow" or "virtual tour" used by most agents. I personally film an HD listing tour of EVERY home!



Check out my best performing videos!

2. Exclusive List of Homebuyers



I use an exclusive list of homebuyers here in the Cincinnati area to help find the perfect buyer for your home.

8

Qualified buyers added each day!

3. Advanced Re-Marketing

Following strategies by giants like Nike and the Golden State Warriors, I use re-targeting technology to have your home stay in front of engaged prospective buyers.

75,000+

Re-targeting audience size

4. Expert Follow Up

I personally call, text, and email EVERY potential homebuyer in my database to help find the best buyers for your home. I believe that continually staying in touch with my buyer network is the key to help sell listings fast and for the highest price possible.

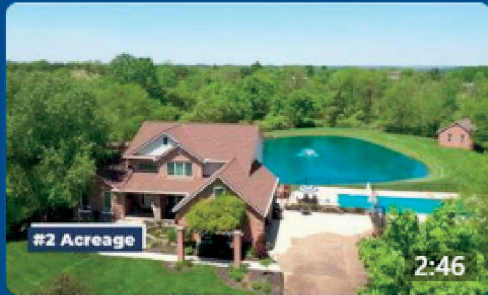
24

Avg. personal messages sent per day



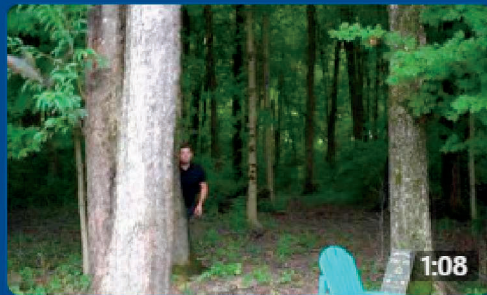
TOP PERFORMING VIDEOS

BEST OF JEFF WILLIAMSON



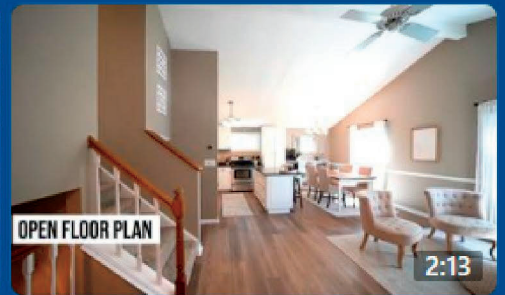
5636 Raven Valley Dr, Liberty Twp

37 weeks ago • 52.8K views



New Listing! 811 Tamara Ct, South Lebanon

24 weeks ago • 41.3K views



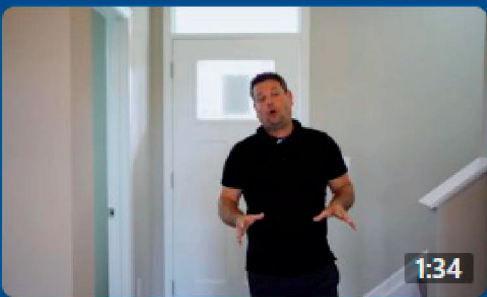
9271 Fields Drive

22 weeks ago • 40.2K views



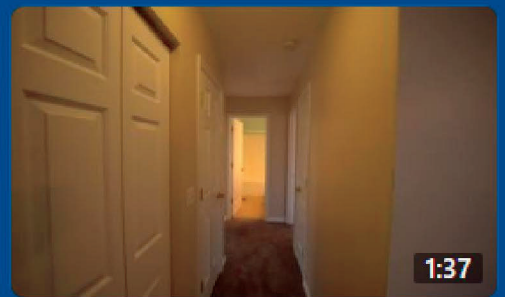
7305 Applevalley Ct

14 weeks ago • 37.1K views



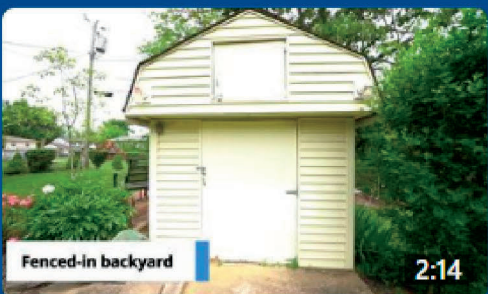
2794 Buckridge, Miami Twp

18 weeks ago • 35.9K views



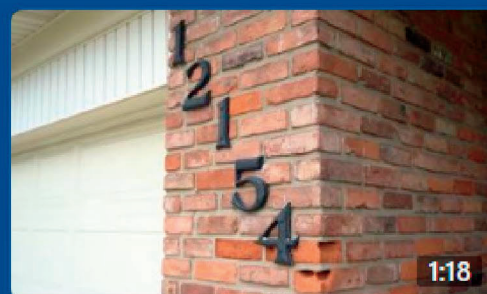
New Listing! 5452 Christy Ln, Miami Twp, OH

50 weeks ago • 35.2K views



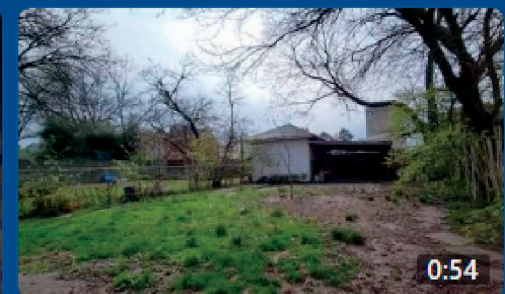
4922 Assisi Ln

37 weeks ago • 32.6K views



New Listing! 12154 Dorset Dr, Sharonville

37 weeks ago • 28.9K views



New Listing! 1843 Tilden Ave Norwood

44 weeks ago • 28.8K views

LET'S CONNECT



Jeff was fantastic as my realtor, really helped this first time home owner navigate a crazy competitive seller's housing market. He was extremely flexible with scheduling property viewings and gave me great advice on bidding that gave me a proper chance at winning without overleveraging myself. In the end I got a house that checks just about every one of my boxes for a fair price, which is more than most can say right now. Definitely hit him up if you're in the SW OH market!



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