

FOR SALE



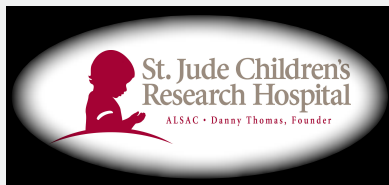
THE SELLING PROCESS

- Find a REALTOR you can trust
- Price your home to sell
- Set up your home for showings
- Implement a marketing plan
- List the property
- Review all offers with you
- Follow up weekly on all the conditions
- Pre-close and closing of the sale



WHO WE ARE

- The Riklin Realty team is a Family owned business, we have been helping people with there real estate needs for over 25 years , with a buyer and seller support staffs structured to best meet your real estate needs. We are able to provide the quality of customer service that is unmatched in our industry.
- Charities we donate to every month are Wounded Warrior, Laurie's Children's Hospital, Shriners Hospital For Children and St. Jude's



OUR FUNDAMENTAL VALUES

- **INTEGRITY**

By dealing honestly with our customers, partners / associates, affiliates, and the community. Responsibility by taking into account the environment in which we do business, community views and the common good.

- **Value**

By providing quality service and advice to our clients, so we are recognized as delivering exceptional value for the money

- **CONSISTENCY**

An infallible sales tactic that is consistent with every property and/or client to help prove our value, adapting to the ever-changing market. We are always a phone call, email or text away .

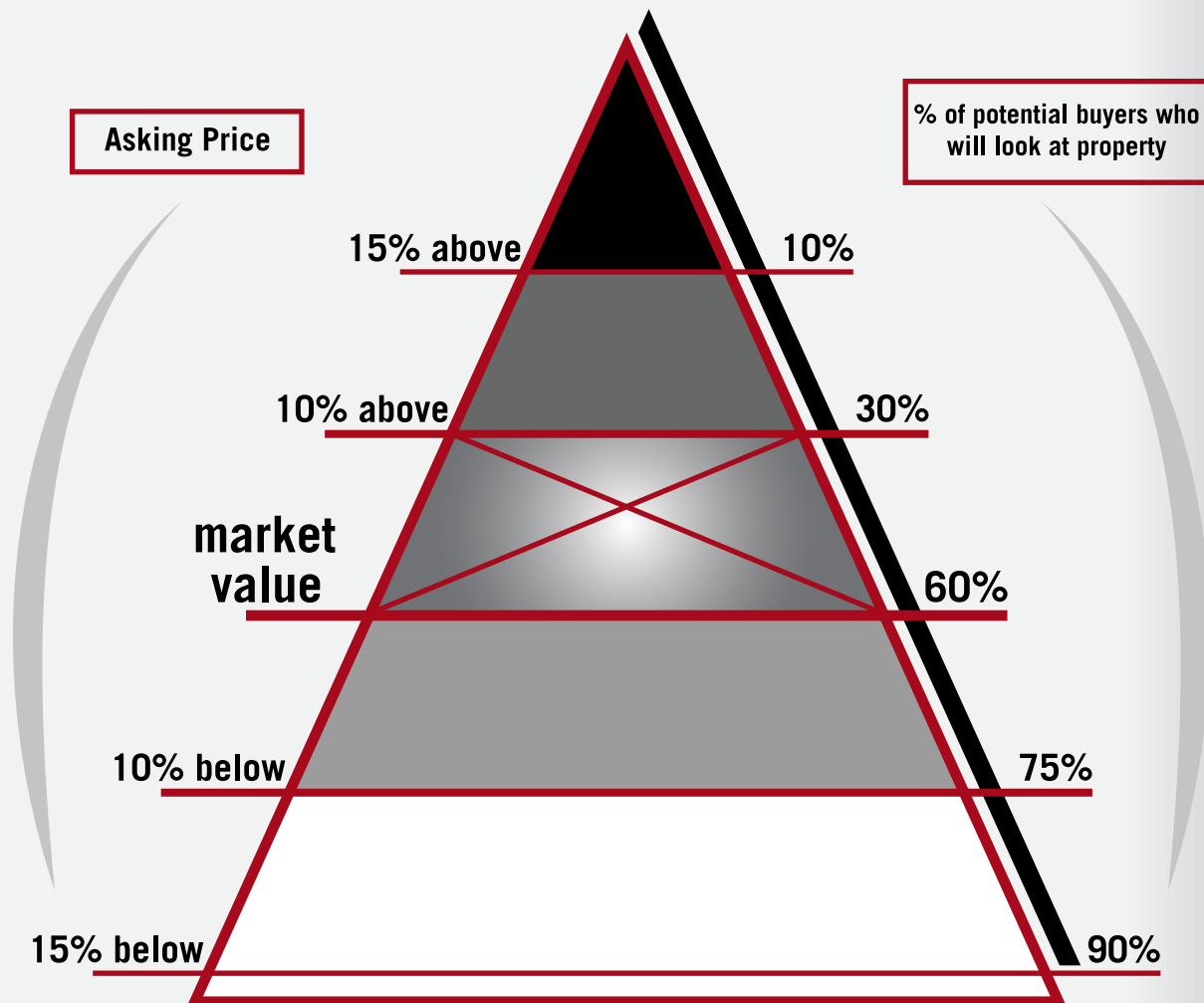


PRICING YOUR PROPERTY

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

The buying market has a short attention span. Pricing your home right the first time is key!



HOW WE MARKET YOUR PROPERTY

MY VISUAL LISTINGS

- Virtual Tours
- Social Media Posts
- Professional Photos
- Maximize Exposure
- Virtual Open House



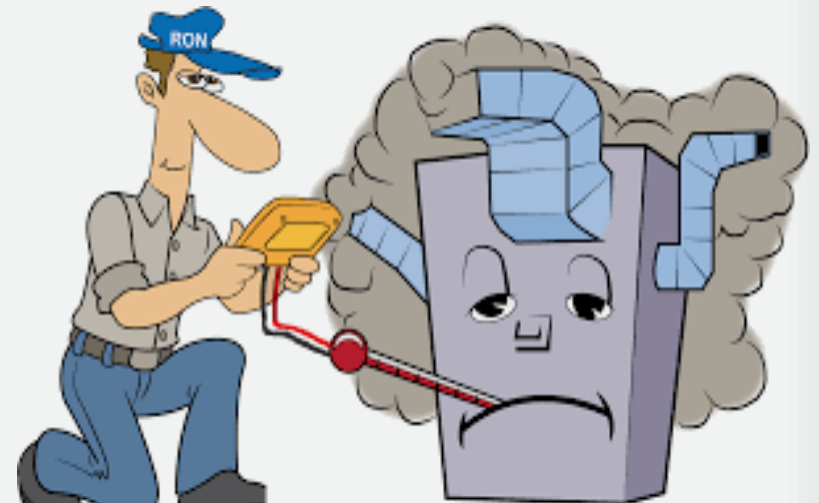
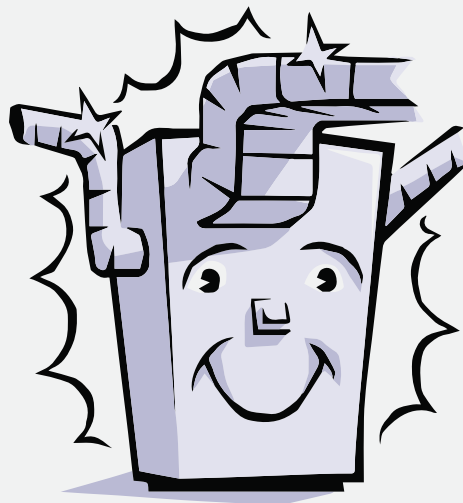
HOME WARRANTY

HOME WARRANTY INCLUDED

VS

AS – IS

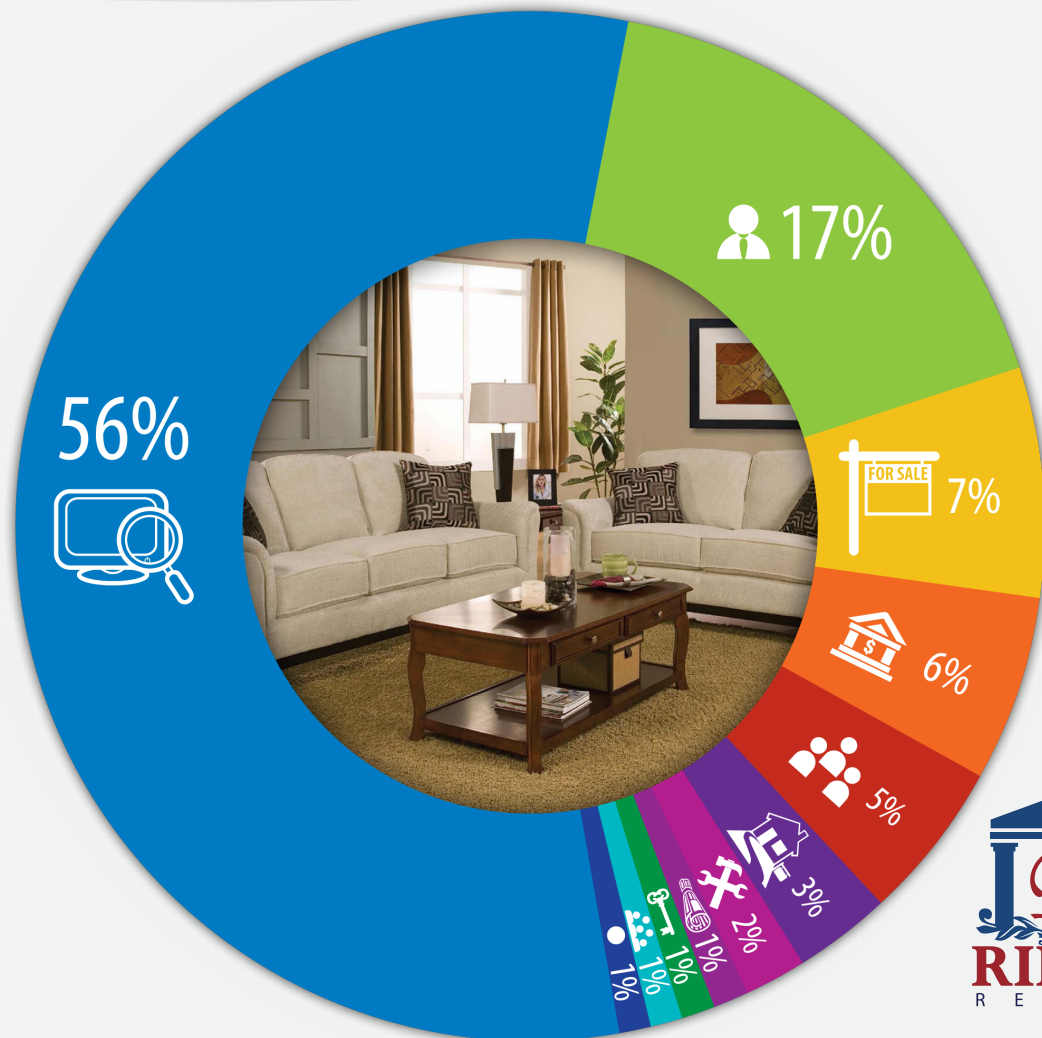
- Appliances
- Furnace
- Plumbing
- Central Air
- Electric
- All Covered for 1 year



WHERE DO BUYERS COME FROM

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56% internet (home searches & research)
- 17% realtor
- 7% call on yard sign
- 6% contacted a lender
- 5% friend | relative | neighbor
- 3% open house
- 2% new builder
- 1% local newspaper & magazines
- 1% knew the seller
- 1% home buying seminar
- 1% other



ON LINE MARKETING



SOCIAL MEDIA





Another home successfully SOLD
by RIKLIN REALTY