



Time to Sell

CLIENT HANDBOOK

www.ReynoldsTeam.net

WELCOME TO

The Reynolds Team



Whether you're looking to invest in a new home or you're trying to sell your current one, my team and I are ready to work with you. Since 2015, we've assisted hundreds of buyers and sellers to navigate the real estate process - managing the new home construction process, finding the perfect home, beautiful staging, negotiating the best deals, coordinating new construction & remodeling, handling complicated issues & explaining "legal-ese" paperwork. If you want to work with a team that cares about serving their clients well, look no further. We'd love the opportunity to support you on your real estate journey.

About Me

How long have I been selling real estate?

I started selling real estate in the Atlanta area in 2015. Early in my career, I became an onsite agent for a national new home builder and established various communities. Now I have the pleasure of serving buyers and sellers by representing them in their real estate journey.

Where do I live, work and play?

I relocated from New York to Gwinnett county in 2007. As an entrepreneur, Realtor, wife, mom and active volunteer at my church, I've developed strong ties to many cities in Gwinnett, Hall, Barrow, Walton counties & beyond.

Something people are surprised to learn about me

I'm kind of a geek because I enjoy PBS shows & the squeaky sound that sneakers make on a basketball court.



The background of the page is a photograph of a room. On the left, there is a wooden door with a glass insert, looking out onto a balcony. A patterned rug is on the floor in the foreground. A pendant light hangs from the ceiling. The right side of the page has a white overlay containing text and a logo.

Mission

Why did I become a real estate professional?

Sharing the Benefits of Home Ownership.

Growing up in a lower middle-class neighborhood, my parents taught me the value of homeownership. Even though they both worked multiple jobs, we didn't have much, but we had a home. Yes, Goodwill shopping, government cheese, and no frills were the norm.

Cautioned not to pay rent for too long, I bought my 1st home in my 20's. In my 30's I started a business and owned 2 homes, then I lost it all during the great recession. After years of battling the shame of losing so much, I realized that I wasn't alone and that I needed to try again. I wanted to find a way to help others buy, sell and keep their homes or investment properties. I'm a real estate professional because I want others to understand the importance of and to experience the many personal / economical benefits of homeownership. Owning a home is more than having a place to live, it's a way to establish generational wealth.



HOME SELLING

Resources



01

Our Selling Your Home Marketing Plan

Our effective plan to get your home sold

02

Home Staging Plan for Our Clients

Our plan to sell your home faster and for more money

03

Home Showing Checklist

Making home tours a pleasant experience for buyers

04

Seller's Agent Pledge of Performance

Service you can expect when selling your home with us

Communication

Contact Details

✉ Team@ReynoldsTeam.net

☎ 404-492-9589

📱 404-649-5782

Office Hours

📅 M - F 10:00am - 5:00pm EST

Response Time

🕒 1 - 24 hours except weekends

THE REYNOLDS TEAM PLAN FOR...

Selling Your Home

Below are some of the services we provide when marketing your home.

Before we can get started, the first important step is to:

- Sign and complete the Listing Agreement

First Week

- Enter listing into the MLS system.
- Put up a "For Sale" yard sign.
- Install lock box.
- Review showing procedure.
- Schedule time to shoot property photos.
- Prepare a property flyer.
- Syndicate listing to real estate websites. (reaches millions of buyers)
- Create and schedule a social media campaign.
- Review all offers.
- Negotiate the best terms.

Second Week

- Invite brokers and agents to tour your home.
- Begin agent to agent marketing efforts to over 11,500 agents
- Review and update status.
- Social media campaign in expanded area

Third Week (if not under contract)

- Review buyer feedback and address marketing strategy.

Ongoing activities (each week not under contract)

- Show property to potential buyers.
- Follow-up on Internet leads.
- Monitor market conditions.
- Monitor comparable properties for sale.
- Monitor foreclosures and short sales in the market.

HOME Staging Plan

When you list your home for sale, it becomes a product rather than your personal retreat. You want potential homebuyers to be able to envision themselves living in the home. This can be difficult if your personality is still present. Before going on market, most agents will recommend decluttering and depersonalizing. At the Reynolds Team, we go above and beyond for our clients to sell their homes faster and for more money.

Our staging plan will set the right emotional tone for buyers about your home and help highlight it's most attractive features. We begin with an in-home consultation, where we'll take the time to evaluate your entire home. Our team will review the report then provide a detailed staging plan for showing your home in its most marketable light.

We include advice on de-cluttering, storing items, reorganizing furniture placement, and possibly changing out paint colors or light fixtures in different rooms. Our staging plan will also have tips for improving curb appeal because first impressions mean everything to buyers. Our service includes bringing in supplementary décor items and assist with rearranging items as needed. Depending on what your home needs, and whether you want to do the work yourself we also manage painting or other contractors coming to your home to complete items in your staging plan.* Our team is actively involved with supporting you to get your home ready to go on the market.

According to the National Association of Realtors Profile of Home Staging:

- 77% of listing agents said a well-staged environment increases the dollar value buyers are willing to offer
- Staging can shorten time on the market - Agents reported that their staged homes were going under contract faster than those without.



**The cost of services will vary depending how much assistance you need.*



The Reynolds Team

REAL ESTATE

HOME SHOWING CHECKLIST

Before your 1st showing and ongoing home showing tips:

1. Clean thoroughly: Mop/vacuum, clean windows, appliances, etc.
2. Secure your belongings: Lock away valuables/private information.
3. Have a plan for pets and kids: Hide toys, clutter, pet bowls, litter, etc.
4. Depersonalize and declutter: Remove little items that can be seen as clutter, remove family photos and personalized decor.
5. Rearrange furniture as needed: Allow buyers to see the space in your home and easily enter and exit rooms/doors.
6. Don't forget the outside: Curb appeal is the first impression.
7. Keep storage spaces tidy: Pack items neatly in a garage or closets.
8. Update family members: Make sure everyone knows when showings are scheduled so they can keep their spaces tidy.
9. Do a daily cleaning: Be vigilant about cleaning up daily messes.
10. Avoid strong-smelling foods.
11. Keep pet areas/bedding clean.

Before each showing, complete these tasks on your way out the door:

- Set thermostat to a comfortable temperature
- Spot check rooms for clutter or dirt
- Vacuum or sweep
- Wipe down appliances, sinks and faucets
- Clean kitchen countertops
- Empty all trash cans
- Secure your valuables
- Put away toys, pet dishes/food
- Sweep your front porch
- Open curtains and shades
- Turn on the lights

The Reynolds Team

SELLER'S AGENT PLEDGE OF Performance

Virtual Properties Realty, 2750 Premiere Parkway, Ste 200, Duluth, GA 30097

As your Exclusive Listing Agent, we are dedicated to acting in your best interest by providing professional and ethical services throughout the selling process.

Our responsibilities and duties to our sellers include...

Fiduciary Duty:

We pledge to act as a fiduciary, meaning we will always prioritize the seller's best interests above our own. This includes providing honest advice and maintaining confidentiality.

Marketing and Promotion:

We pledge to use our expertise and resources to effectively market and promote our seller's property. This may involve creating professional listings, utilizing online and offline advertising channels, conducting open houses, and coordinating property showings.

Pricing and Market Analysis:

We pledge to provide accurate and reliable pricing guidance based on a comprehensive market analysis. We will assist our sellers with determining a competitive and realistic listing price for the property, considering factors such as comparable sales, market conditions, and the property's unique attributes.

Communication:

We pledge to maintain open and timely communication with our sellers. This includes providing regular updates on property showings, buyer feedback, market trends, and any offers received. We will promptly address our seller's questions, concerns, and requests for information throughout the selling process.

Negotiation and Contract Management:

We pledge to represent our seller's interests during negotiation with potential buyers or their agents. We will utilize our negotiation skills and market knowledge to secure the best possible terms and conditions for our seller. Additionally, we will handle the preparation, review, and management of all necessary paperwork and contracts involved in the transaction.

Professional Conduct and Ethical Standards:

We pledge to adhere to professional conduct and ethical standards set forth by the real estate industry and regulatory bodies. We will conduct ourselves with honesty, integrity, and fairness in all dealings with our seller, the buyers, and other industry professionals involved in the transaction.

LET'S GET STARTED!

The Reynolds Team



Sabrina Reynolds

Realtor - Lead Agent

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Lou Reynolds

Realtor Development - Listing & Buying Agent

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Mai Garcia

Administrative Assistant

✉ admin@reynoldsteam.net

Listed and sold a home



2023-07-08

Sabrina was fantastic to work with. She listened carefully and was very supportive. She was knowledgeable which so helped with decision making. Her attention to deal was clearly seen when she staged my home for sale. Strived for excellence in very...

Listed and sold a home



2023-07-05

Sabrina did an incredible job working with us! Her knowledge of the market and staging homes for sale is par excellence! Our home received a lot of views quickly and we are excited to see who will purchase our home soon. I would recommend Sabrina ...

Helped me buy and sell homes



2023-07-03

Sabrina did a fabulous job in helping us to purchase our new home. She went above and beyond with communicating with us in a timely manner. She cared about our concerns and was a great realtor who represented us extremely well. I would highly reco...

Helped me buy home



2023-07-03

Sabrina did an outstanding jon in walking us through the purchase of our first home from beginning to end. She nailed down our preferences, promptly communicated and got us a great deal on our first home purchase. Thank you Sabrina! You have made ...

Listed and sold a home



2017-07-18

Sabrina is a very knowledgeable real estate agent she made the transition for me and my family very easy. I would recommend her to anyone I know that wants to purchase a property from DR Horton

Helped me buy home



2017-07-18

I purchased a new construction home for my family from Sabrina. She was excellent in all aspects of the purchase. She provided insight and guidance to us. She was extremely helpful with every question that was asked. She made the whole process smo...



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