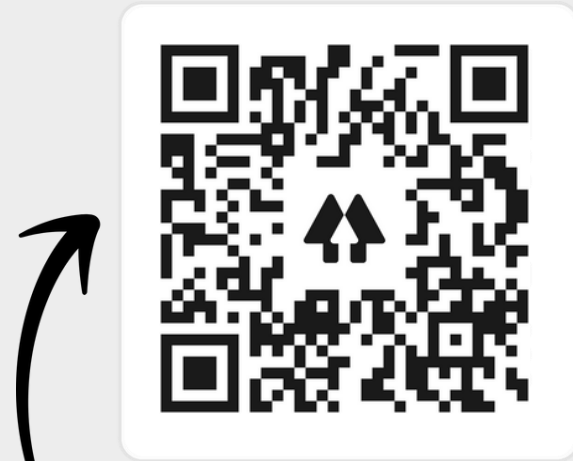


COLDWELL BANKER COMMERCIAL  
LEGACY GROUP

# SELLER'S CONSULTATION

ELISE STEIN  
AFFIALTE BROKER, REALTOR®





*Follow Me!*

@neweliseonlife21

## CONTACT ME

[www.neweliseonlife21.com](http://www.neweliseonlife21.com)

[elise@neweliseonlife21.com](mailto:elise@neweliseonlife21.com)

(615) 810-6100

1200 Clinton St Suite 233, Nashville, TN

# ABOUT ELISE STEIN

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Nashville Native, Elise Stein, was born and raised in the Greater Nashville area. Whether Elise is selling condominiums or luxury homes in Nashville, this real estate agent wants to provide clients with the lifestyle they want to live.

Graduating from Middle Tennessee State University in 2019 with her Bachelors, Elise earned her degree in public relations and marketing giving her a unique perspective on how to market homes and meet client's needs.

From Elise's vast experience and knowledge of Nashville she knows all of the trendy local spots and places to be in the city to accommodate the lifestyle you want to live whether you are buying or selling your home. With Elise's can-do attitude and her knowledge of Nashville, she is quickly becoming an industry titan.

# TESTIMONIALS



**Cherea Farmer-Dixon,  
D.D.S., MSPH, FACD, FICD**  
Dean and Professor, School of  
Dentistry, Meharry Medical College

"I would use such words as ethical, professional, dedicated, and hard working to describe Ms. Elise Stein. She takes pride in all that she does: from her look, her communication, her interaction, and her work ethic. Ms. Stein exudes excellence in any projects that she is leading or a part of."



**Gerald Davis, D.D.S., MA**  
Associate Dean, Academic Affairs, School  
of Dentistry, Meharry Medical College

"Elise is a brilliant professional who is committed to ensuring successful missions wherever she goes. Her poise, and well rounded nature with technology and social media, gives her an edge during a time when such talents are hard to come by. She has character and grace that exudes excellence, which thereby establishes the same for the environment in which she works."



**Henry Greer, MS**  
CEO, Second Chance Nonprofit

"Elise is amazing! She handles herself with an unmatched authentic professionalism and great attitude. It's important to have ones best interest in mind when dealing with important decisions – So, Elise Stein would be the right one for you."

# OUR PARTNERS



Based in Nashville, TN, Steadfast Mortgage Loans is a full-service mortgage lender serving the entire state of Tennessee with multiple loan programs for various borrower needs. We have a wide array of mortgage loan products, investment tools, helpful articles, and of course quality service and individual attention.

For more information, contact Connie Eddy or Christian Poling at [ConnieEddyHomeLoans.com](http://ConnieEddyHomeLoans.com) and [RogerGore.com](http://RogerGore.com)



Rudy Title & Escrow is my preferred title company. They provide a full range of closing and title services to ensure a smooth and seamless experience for our clients. Conveniently located at 2012 21st Avenue South, Rudy Title & Escrow is a trusted resource for all of your title needs and have our confidence that they can get your sale closed.

For more information on services and team members, visit [rudytile.com](http://rudytile.com).

# SELLER'S PROCESS

Trust the Process

01

## PREPARE

- Define your goals for selling your home
- Prepare your property
- Determine list price

02

## MARKET

- Implement our marketing plan
- List in MLS
- Show your property

03

## OFFER

- Receive an offer
- Negotiate to sell
- Negotiations include price, terms, and timing

04

## INSPECT

- Buyer inspects home
- Negotiate repairs, if needed
- Lender performs appraisal

05

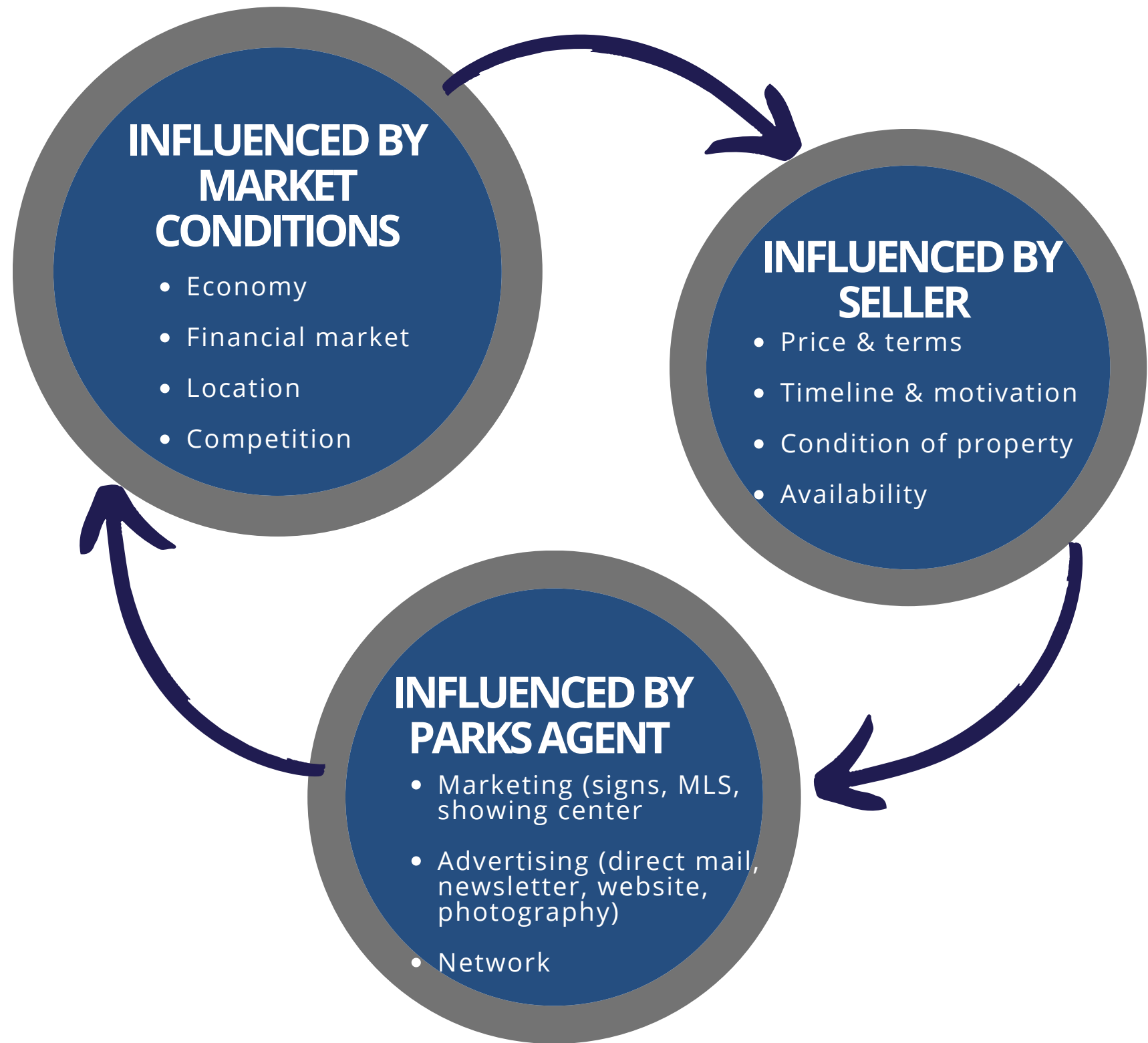
## CLOSE

- Sign all closing papers
- Deed and title transferred to buyer



# FACTORS INFLUENCING THE SALE OF YOUR HOME

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# MY SERVICES

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## PRE-MARKET:

- 1 **Complex marketing analysis and strategic pricing**
- 2 **Seller net sheet to give accurate estimate of all costs when an offer is received**
- 3 **Coming Soon marketing**
- 4 **Professional photography**
- 5 **Optional Staging consultations, as needed, to ensure your home looks its best**



# SERVICES

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## MARKET LISTING TO CONTRACT:

- Prominently placed yard signs
- Secure key lockbox property
- Multiple listing service (MLS) online advertising with description
- Full color flyer brochures
- Staffed appointment center to coordinate showing appointment 7 days/week
- Online system to record showings and collect feedback
- Extensive network of high-producing area agents
- Collaborative support from a team of other Village experts
- Submission to Spaces in the Spotlight weekly Village listing feature
- Online promotion to targeted audience of likely buyers via Facebook, Instagram, and Display ads
- Optional Immersive 360° user-guided walk-through tours with 3D dollhouse view
- Optional Broker Open Houses
- Optional Public Open Houses
- Optional Neighborhood amenity map showing nearby points of interest
- On-site mortgage/lending firm for interested buyers that need pre-approval
- Optional home warranty coverage during listing period
- Optional Just Listed postcards mailed to area neighbors
- Regular status reports





# SERVICES

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## CONTRACT TO CLOSING:



- **Seller net sheet to give accurate estimate of all costs based on offer terms**
- **Experienced contract negotiation**
- **Online transaction management system**
- **Repair and improvement consultation prior to listing to ensure home is show-ready**
- **When possible, in-person meeting of appraiser to provide relevant property and market data**

# VISUAL MEDIA

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## PROFESSIONAL PHOTOGRAPHY

Over 89% of home-buyers first see the inside and outside of a home on the internet and that percentage is increasing every year. Because of this, it is critical that we make the best first impression.

We can accomplish the best first impression through the use of professional photographs and virtual tours, making your home shine above the rest.

PHONE PHOTOGRAPHY



PROFESSIONAL PHOTOGRAPHY

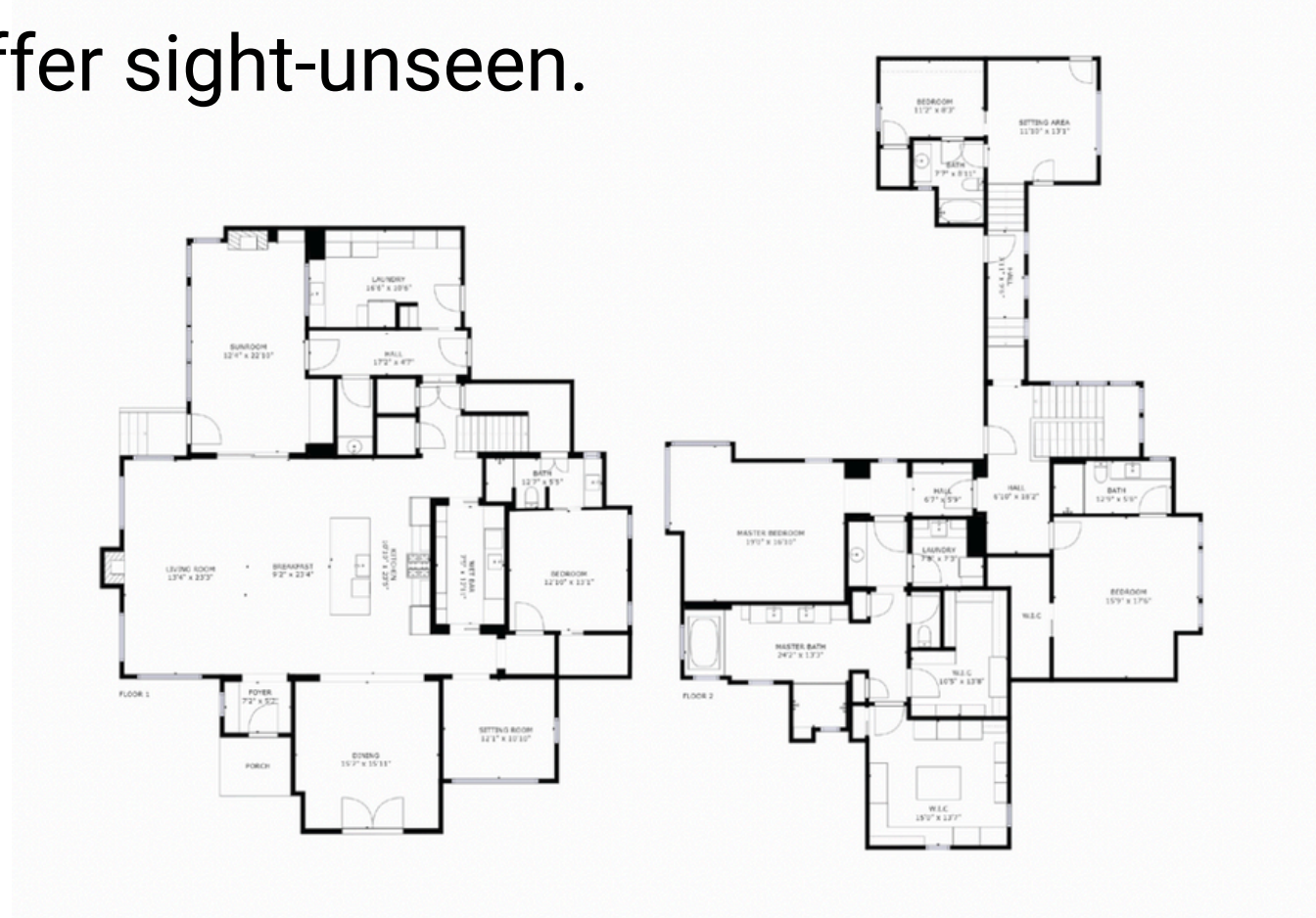


# VISUAL MEDIA

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## 3D 360° TOURS AND FLOOR PLANS

Potential buyers can now virtually immerse themselves in your home using 360° Tours from anywhere in the world. With an estimated 100 people moving to the greater Nashville region each day, this technology can allow buyers to be comfortable enough with a home to write an offer sight-unseen.





1608 WINDY RIDGE DRIVE NASHVILLE TENNESSEE 37205

Ut hit, sitatem sint volorest aceatecae pos est tantibus, cum, temquatis peribus alis et quiae et officiam, sima cor rem rereicium atur se omnimagnat. Uoici idi ut voluptam reritat istibus ma volum quia ius dolupta volore pella sit quis assunt eat. Peditati ipsandant eum harum sit.

4 BED  
2.5 BATH  
4,321 SQUARE FEET  
\$000,000



VILLAGE

AGENT NAME  
615 383 6964  
AGENT@VILLAGEREAL ESTATE.COM

LOGO  
HERE  
(optional)

VILLAGE REAL ESTATE 615.383.6964 VILLAGEREAL ESTATE.COM

All information deemed reliable but not guaranteed. All Properties are subject to prior sale, change or withdrawal.

# VISUAL MEDIA

## FLYERS & BROCHURES

We will provide professionally designed flyers or brochures in your property for prospective buyers to take with them after a showing.

# INTERNET MARKETING

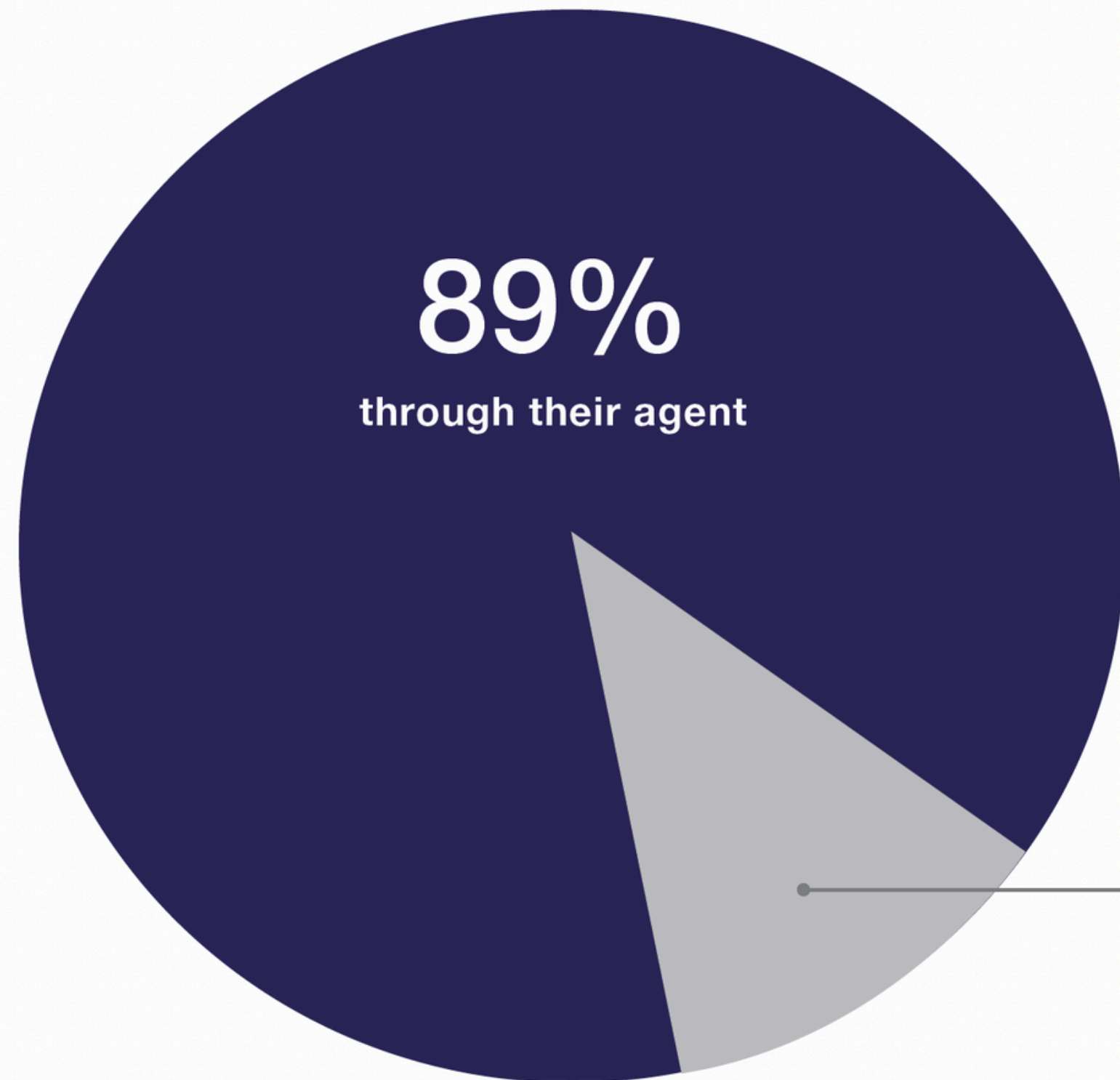
## LISTING SYNDICATIONS - OVER 200 SITES

Real estate-related searches on Google have grown upwards of 700% since 2016. 50% of buyers use a mobile device or app in their home search. Nearly 93% of all home buyers searched the Internet during their decision making process.



# HOW BUYERS PURCHASE HOMES

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Buyers saw an **average of 9 homes** before buying.

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**Desire to own a home** topped the list of reasons to buy.

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Quality of neighborhood, convenience to job and overall affordability were the top three factors influencing choice.

**11%**  
*Bought FSBO, purchased through Relo Service, responded to ad, went to open house, etc.*

# SHOWING TIME

615.327.0101 | [showingtime.com](https://showingtime.com)

## Appointment Center Hours

Available 24/7/365

Our #1 priority is show your home to prospective buyers. The old expression goes, you must show to sell it. Village hires a team of professionals that staff a call center around the clock to make sure we never miss an opportunity for a showing.

01

### Buyer's agent requests a showing through ShowingTime

- ShowingTime contacts you via text, phone call or email depending on your preference
- They also let me know a request has been made

02

### You confirm the showing appointment.

- You have the ability to deny, but hopefully you can accommodate the buyer
- Myself and the buyer's agent are notified that showing appointment is confirmed

03

### Immediately after showing, the buyer's agent is contacted for feedback.

- I follow up to make sure we get the buyer's feedback
- You have access to your showing settings and information via [showingtime.com](https://showingtime.com)

# PRICING THE PROPERTY

## SHOWINGS VS. TIME ON THE MARKET

The first showings come from ready, willing, and able buyers who have been actively looking in the market, waiting for a home like yours to become available. After the first several weeks, the pace of showings slow down and buyers who are viewing your home at that time are oftentimes just starting their search and aren't motivated as much as the early showings.

## HISTORY OF AN OVERPRICED HOME

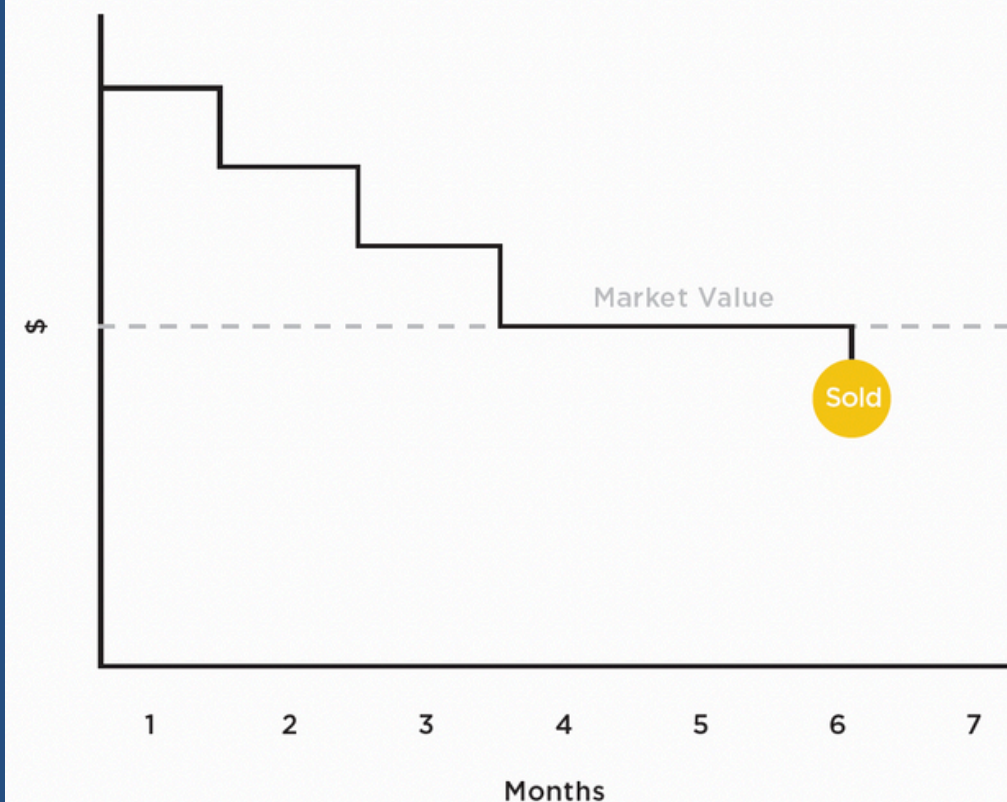
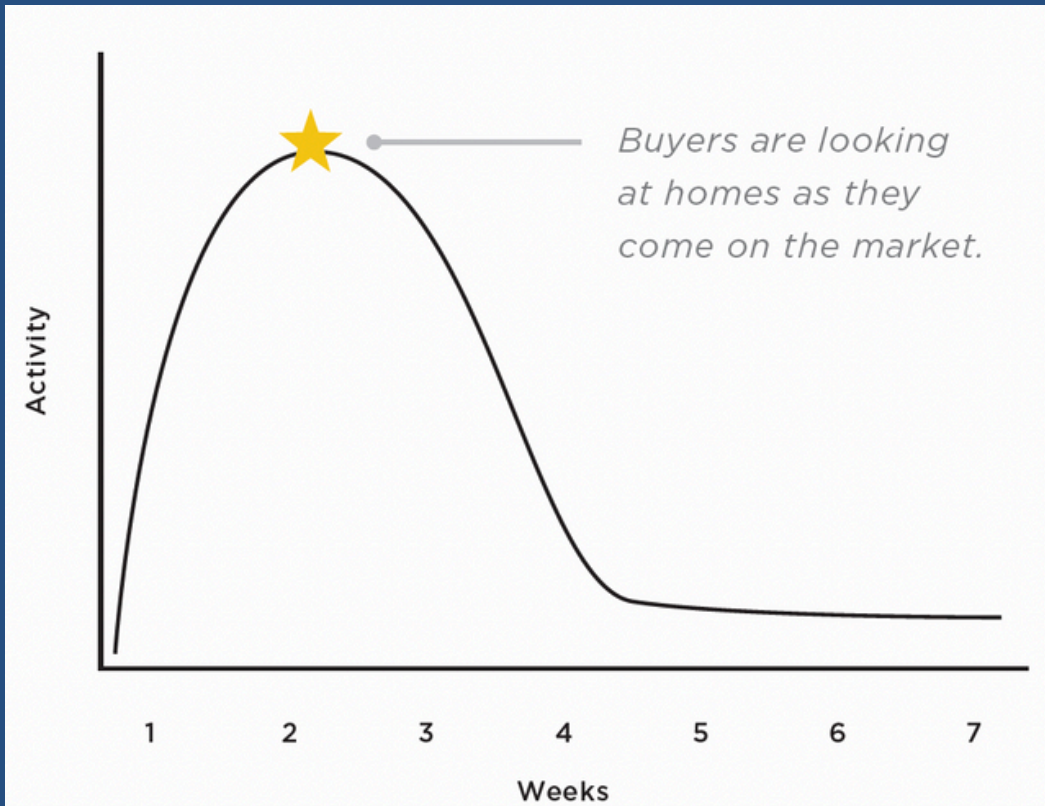
Studies show that a property listed at....

15% over market value → 20% probability of sale

10% over market value → 30% probability of sale

5% over market value → 50% probability of sale

**Properties priced at market value have a 95% probability of sale.**



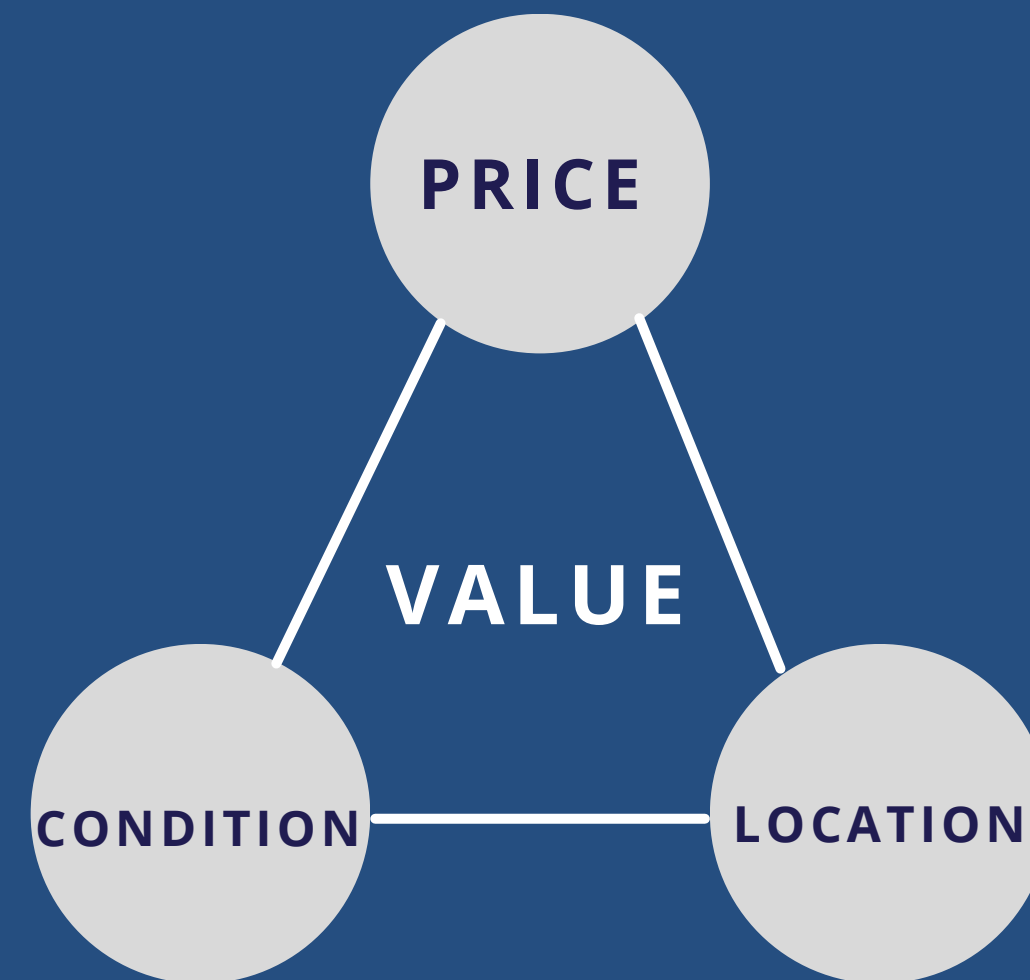


# HOW PROPERTIES ARE PRICED?

## PRICING THE PROPERTY

### BUYER'S DETERMINATION OF VALUE

There are three areas primarily affecting value to a buyer: Price, condition, and location. A buyer can't have the best of all three, only the best of two.



# INSPECTIONS AND REPAIRS



## WILL YOU BE ASKED TO MAKE REPAIRS TO YOUR HOME?

**Buyers may ask an inspector to inspect the home. The inspection is done soon after acceptance of terms of the offer. After the inspection, the buyer will have 3 options:**

- 1** If serious defects are found, then the buyer may terminate the contract and is entitled to a full refund of earnest money.
- 2** Be satisfied with the inspection and accept the property in its current condition.
- 3** Provide the seller with a list of repairs and agree to purchase if the seller is willing to make said repairs. We can negotiate the repair requests.

# Why Choose CBC?

Coldwell Banker Commercial Legacy Group has one primary objective: **results.**

We are here to help you get to where you're going on time. We look forward to working together with you to achieve that goal.

CBC listings sell an average of

**13%**

**FASTER**

than the market as a whole

CBC agents sold

**20% MORE  
HOMES**

per agent in 2019 than the rest of the agents in the market

**1 OUT OF 6**

CBC listings sold by a CBC agent

CBC sold

**OVER \$1B**

worth of real estate

# Are you ready to sell your home and work with me?

By signing the **Exclusive Right to Sell Listing Agreement**, it states that you are exclusively my client, and I am your agent. Let's go over this agreement together, and you can take some time to look over it by yourself, or with an attorney if needed.

