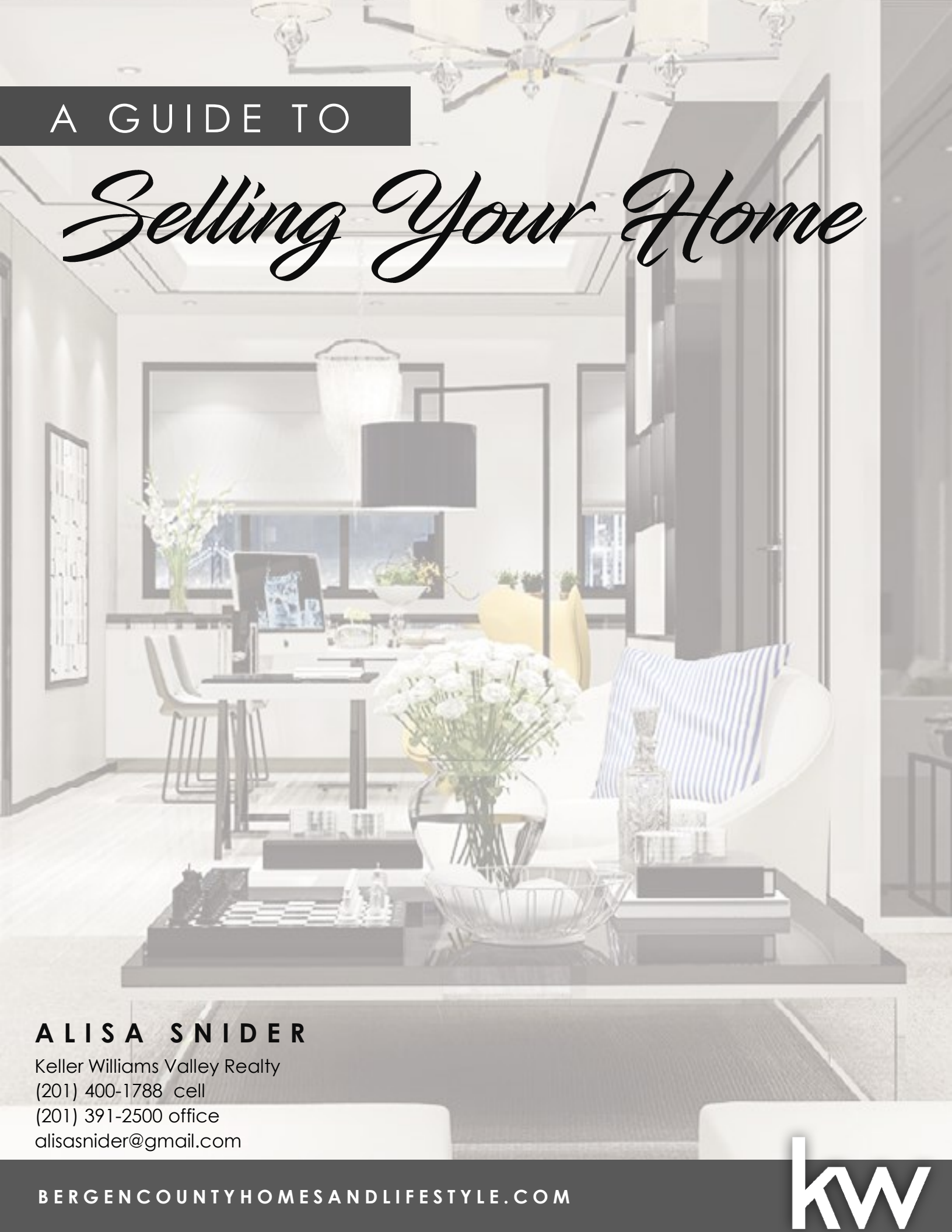




A GUIDE TO

Selling Your Home

ALISA SNIDER

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BERGENCOUNTYHOMESANDLIFESTYLE.COM





Alisa Snider

IS HERE FOR **YOU**

You are thinking about selling your home and you know there is a lot to consider before making this decision. One of your first decisions is to select the right real estate agent who will be your partner in the process, get your home sold at top dollar and get you to your next destination.

My 31+ years experience as a top local realtor in Bergen County means I know the market and can interpret the data that dictates the optimum pricing strategy for your home. I dig deep to learn the unique selling points of your property, leverage my network, technology, marketing and staging platforms to effectively target and attract your potential buyers. It's a formula for success.

From our first appointment to closing, I take the time to listen, understand your challenges and goals and answer any questions you may have along the way.

Thank you for giving me the opportunity to present the enclosed proposal to market your home. I appreciate the chance to earn your business, but more importantly your trust.

Sincerely,

Alisa Snider

About

ALISA SNIDER

I recognize that buying or selling a home, regardless of the price range, is one of the most significant events in a person's financial life. My goal is to provide the highest level of service to all of my clients addressing any questions or concerns throughout the process. I am affiliated with Keller Williams because they have stayed ahead of the changing real estate environment and have invested heavily in the latest technology. This has allowed me to provide my buyers and sellers the tools to compete in today's sophisticated marketplace. I pride myself on my professionalism, experience, energy, and dedication to my clients. I would love to help you get started in achieving your real estate goals.

You can expect from me:

- A "Neighborhood Specialist" with 31+ years of in-depth community and market knowledge
- Personalized service tailored to your individual needs
- Effective negotiation skills needed in today's changing real estate market

AWARDS & RECOGNITIONS

- NJ Realtors® Circle of Excellence Sales Award
- Selected by Bergen County Magazine as a Bergen County Elite Real Estate Agent (Best of the Best)
- Numerous Keller Williams Monthly Top Agent Awards
- Corporate Relocation Specialist
- 55 Places.com Partner Agent
- Neighborhoods.com Partner Agent
- ABR® designation (Accredited Buyer Representative)
- e-PRO designation - An e-PRO Realtor® has successfully completed the e-PRO certification program, which includes the most current technology for real estate professionals
- Member of the National Association of Realtors
- Member of Greater Bergen Association of Realtors
- Member of New Jersey Multiple Listing Service
- Member of Garden State Multiple Listing Service



Testimonials

FROM PAST CLIENTS

I didn't realize how important it was to find the right broker to list your house until we engaged Alisa Snider. From pricing through closing, she never stopped working for us. More important than being accessible 24/7 (which she was), she never stopped taking the initiative to move the process forward. Because of her attention to detail and work ethic, we never once needed to call her for an update or follow up. Her experience and knowledge about RE markets, buyers' expectations, local town ordinances etc. really came through when pricing our home, negotiating the sale and dealing with inspection fixes.

CARLA & DAVID VOGEL (201)679-6739

I am so lucky that I had Alisa Snider as my realtor when I sold my house in River Vale, NJ! I don't think anyone could have done a more incredible job for me. She was recommended to me by a friend, and from our first meeting, I knew I had made the right choice. She was thoroughly prepared, knowledgeable, and proactive about getting my house market ready... I thought she was going to be at my home for 10 minutes because I had just briefly spoken to her on the phone, but when she came she had already done a ton of work! Our first meeting was a completely prepared presentation! I was blown away!

Selling my home was an emotional journey since I was downsizing and on my own, and she became not just a realtor, but a supportive friend, guiding me through what could have been the most stressful time of my life toward a successful outcome. She showed me places where I could move, offered me advice on how and where to relocate my son, brought in professionals to help with tag sales, photography, handyman work, painting, junk removal.... she covered every single stage of selling my home from start to finish.

There are always ups and downs and difficulties during these complicated sales transactions, but Alisa was by my side for all of it, and not just by phone either.... she is HANDS ON for all aspects of the sale. Every issue that could possibly occur is handled by her directly and proactively. She went over every corner of my house making suggestions of what to put away, change, or move for staging, brought in talented professionals to photo and video the house so it showed perfectly, organized and managed a chaotic open house, and most importantly, had me UNDER CONTRACT with multiple offers way over my asking price in less than a WEEK!

The key to her talent is knowing the "sweet spot" of where to price a home. Many people questioned the initial price she suggested to me, but I trusted Alisa's knowledge of the market completely, and her instincts were spot on... she is a true professional.

Most importantly, I felt like I had a genuinely supportive and concerned ally and partner to guide me through every moment of leaving the home I had loved for over twenty years. She was compassionate, realistic, and understanding... not just a realtor but a friend and confidant when I needed her. And as a result of her dedication, I got the best possible outcome. I am so grateful that Alisa Snider is my realtor, and I could not recommend her more highly.

PAM BERG (201)376-4401

Testimonials

FROM PAST CLIENTS

Any buyer or seller looking for a top Bergen County Realtor who will prepare you EVERY STEP of the way and get you the house of your dreams OR sell your home quickly: stop looking , call Alisa Snider! Her professionalism, experience and knowledge of the Bergen County, NJ real estate market is exemplary. She handles all aspects and every step of the process with care and concern for her clients. She has a person for everything and can tackle ANY issues that may arise in the process. From the moment we met Alisa we knew she was the only realtor we had to interview to sell our house. She helped us to stage our home suggesting small inexpensive fixes that she knew would yield us more money when we sold. She was so right! Within 3 days of listing our house we had multiple offers and sold our home over the asking price and well beyond what we had expected!! Alisa went over every offer with us explaining the process with the buyer and helped us to choose the best offer for our situation. She is on top of every detail throughout the transaction. I can call or text her at any hour and I know she will respond. No one will work harder for you then Alisa Snider! We can never express in this short review the respect and adoration we have for this special realtor and forever friend.

BARBARA & JIM DAVIDSON (201)638-6817

Alisa was the only realtor that we needed to interview to list our house. On our initial interview, we spoke for over 2 hours as if we knew her for years. Alisa is such a professional in every aspect of the word. Her professionalism is second to none. She gives her clients 110% of her time. Many questions arose and she provided a prompt response every time. People don't realize how much they really need and depend on a good realtor to handle all the "issues" that may arise during the buying or selling process of a house. It is your largest investment and you want to feel secure that your realtor is looking out for your best interest. Alisa does all that for you. She could ALWAYS be reached by a phone call or a text. Alisa is so much more than a Realtor. She genuinely cares about getting the best results for her client. Her knowledge and experience of the business as well as her network of contacts is amazing. Alisa by far is the best realtor we have ever come across. We highly recommend her. Alisa deserve the highest rating. You will not be disappointed by using her as your Realtor whether you are selling or buying. She delivers!

MARK & KAREN NELSON (201)739-3366

It is my pleasure to highly recommend Alisa Snider. Alisa goes above and beyond the call of duty of a realtor. We sold our home and also bought a new home with her and both transactions were seamless. She is so incredibly knowledgeable about the area and the local market. We were new to purchasing homes and Alisa spent hours with us educating us on home ownership and the buying process. She took the time to explain the different types of houses and different heating and cooling systems. She helped navigate the process with the inspectors as well. Alisa has been an incredible resource. She is so reliable. She always answers her phone or if she is with another client she will call you back immediately. I have already recommended Alisa to friends and family and will continue to do so. We had a wonderful buying and selling experience with Alisa. I think she is simply fantastic at what she does. Thank you so much for finding us our dream home! We could not be happier.

MEREDITH CHENEY (917) 679-5655



Selling your HOME



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Alisa Snider

NAVIGATING RECENT CHANGES IN REAL ESTATE **WITH YOU**

As a home seller, you have a wide range of choices when it comes to listing your home. As a REALTOR® I am a trusted source of advice and stand ready to help you navigate this complex process and help you make the choices that work best for you. The National Association of Realtors recent settlement has led to several changes related to broker commissions that benefit sellers and I wanted to clearly lay them out for you.

Here is what the NAR settlement means for home sellers:

- You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers.
- As your agent I must conspicuously disclose to you and obtain your approval for any payment or offer of payment that a listing broker will make to another broker acting for buyers.
- This disclosure must be made to you in writing in advance of any payment or agreement to pay another broker acting for buyers and must specify the amount or rate of such payment.

If you choose to approve an offer of compensation, there are changes to how this can happen:

- You as the seller can still make an offer compensation, but I cannot include it on Multiple Listing Service (MLS)—MLSs are local marketplaces used by both buyer brokers and listing brokers to share information about properties for sale.
- I can advertise your listing via off-MLS platforms such as social media, flyers and websites.
- You as the seller can still offer buyer concessions on an MLS (for example, concessions for buyer closing costs).

These settlement practice changes went into effect August 17, 2024

Here is what the settlement doesn't change:

- An agent like myself who is a REALTOR® is here to help you navigate the process of selling your home and am ethically obligated to work in your best interest.
- Compensation to me as your selling agent remains fully negotiable and as a REALTOR® I must abide by the REALTOR® Code of Ethics and have clear and transparent discussions with you about compensation. We work together, I am here to answer any questions about compensation and discuss what you would like to offer buyers.
- You have choices. Work with me to understand the full range of these choices when selling your home, which will help you make the best possible decision for your needs.

The Home

SELLING PROCESS

PREPARING FOR THE SALE

- Initial meeting to discuss your goals and how I can help you meet those goals
- Present a comparative market analysis and discuss current market conditions
- Determine optimal list price for your home
- Recommend staging and improvements to maximize your home's value
- Consult with a professional stager if necessary
- Recommend vendors to assist in making the suggested improvements
- Explain commission structure, seller disclosure and lead paint forms
- Obtain survey if available
- Obtain most recent property tax bill
- Obtain front door key for lockbox
- Complete listing agreement and listing forms

MARKETING YOUR HOME

- Hire professional photographer to photograph your home and prepare virtual tour
- Enter listing information into New Jersey Multiple Listing Service and Keller Williams Listing System for syndication to over 350 sites
- Prepare professionally printed property brochure
- Place listing information on top social media platforms including Facebook, Instagram and LinkedIn. Utilize paid social media ads to target potential buyers
- Place a custom "for sale" sign on your property
- Schedule your home for a broker open house
- Notify my database buyers details of your listing
- Arrange realtor showings
- Hold a Sunday open house

COMMUNICATE WITH YOU

- Contact you regularly with feedback on your home after showings
- Notify you of new competing homes
- Discuss changes in the market if any
- Review pricing on a monthly basis

COORDINATING YOUR SALE

- Pre-qualify potential buyers
- Present and review all offers with you
- Negotiate your transaction with buyer's agent
- Work with your real estate attorney to bring your home to closing
- Recommend services, companies, handyman, out of area realtors, movers



YOUR HOME READY CHECKLIST

EXTERIOR

- ☐ Keep the grass freshly cut
- ☐ Trees and shrubs should be trimmed and pruned
- ☐ Weed and apply mulch to beds
- ☐ Remove yard clutter
- ☐ Use flowering plants to dress up the entry, walkway and patio
- ☐ Check all outside lights to ensure they are working. Replace bulbs where necessary
- ☐ Ensure gutters and downspouts are firmly attached and free of debris
- ☐ If necessary, paint the front door
- ☐ Remove screens from the front of the house
- ☐ Clean all outside door hardware, replace broken mailboxes, address numbers, etc.
- ☐ Use a new doormat
- ☐ Make sure doorbell is in working order

THROUGHOUT THE HOUSE

- ☐ Open shades, curtains and blinds to let in sunlight
- ☐ Replace burnt out light bulbs, replace with LED bulbs, clean fixtures and leave lights on to show your home brightly
- ☐ Walk each room and remove excess clutter, knick-knacks, excess personal photos
- ☐ Paint walls/ceilings if needed (I will recommend colors to use)
- ☐ Clean or replace carpets if needed
- ☐ Remove small rugs
- ☐ Improve traffic flow through every room by removing unnecessary furniture
- ☐ Clean windows inside and out
- ☐ Remove or hide excess extension cords and exposed wires
- ☐ Make sure light switches and electrical outlets have plate covers

KITCHEN

- ☐ Remove papers from refrigerator
- ☐ Declutter counters
- ☐ Store small appliances
- ☐ Hide dish towels, sponges, soaps
- ☐ Clear sink of dishes
- ☐ Clean outside of cabinets



YOUR HOME READY CHECKLIST

BEDROOMS

- ☐ Make the beds, arrange decorative pillows
- ☐ Put away clothing, clear surfaces of clutter
- ☐ Organize closets, removing unnecessary items, check closet lights

BATHROOMS

- ☐ Remove all personal items, clear counters of toiletries
- ☐ Add fresh neutral towels, keep separate from everyday towels, use when showing home
- ☐ Wipe sink and shower areas after each use
- ☐ Re-caulk tub if necessary
- ☐ Replace worn shower curtains
- ☐ Clean mirrors
- ☐ Close toilet lid

GARAGE

- ☐ Cleanout and remove excess clutter to showcase garage size
- ☐ Clean garage floor of debris and wash if necessary
- ☐ Remove old paint and cleaning supplies, store only current, usable paint colors
- ☐ If garage is being used for packed boxes, stack them neatly

BOTTOM LINE

If something is broken in your home **FIX IT!** A well maintained home communicates to a buyer that you care about your home.

Marketing YOUR HOME



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Your Custom Marketing Plan

WHEN YOU HIRE **ALISA SNIDER** TO SELL YOUR HOME

PRE-LISTING & POSITIONING

- Research all comparable currently listed properties
- Research sales activity for the past year
- Prepare Comparative Market Analysis (CMA) to establish market value
- Establish market price trends
- Confirm taxes and property size
- Verify legal names of owners
- Confirm property public school district
- Perform exterior "Curb Appeal Assessment" of subject property

LISTING APPOINTMENT PRESENTATION

- Give seller an overview of current market conditions and projections
- Review both my credentials and Keller Williams, as well as accomplishments in the market
- Present company profile and position or "niche" in the marketplace
- Tour home reviewing with seller all updates, special features, and concerns
- Offer staging and marketing advice to seller before home is on the market. Consult with professional stager if necessary. Discuss goals with seller to market effectively
- Present initial CMA results to seller with current and under contract listings, sold properties
- Offer pricing strategy based on professional judgment and interpretation of the current market conditions
- Discuss what determines market value and what today's buyers are looking for in a home
- Explain the benefits of web marketing, social media and mail campaigns
- Explain the power of Multiple Listing Service
- Explain seller disclosure and lead paint forms
- Explain agency relationships as it relates to the seller
- Verify property mortgage
- Discuss seller closing costs
- Address sale and moving concerns in detail
- Assist in obtaining an out of state relocation agent if purchasing out of state
- Explain showing instructions/lockbox for Realtors®
- Review and complete listing agreement and other required forms
- Provide copies of all signed forms after reviewed and signed by KW Broker

Digital

MARKETING THAT DRIVES RESULTS



With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. By utilizing my suite of technology marketing tools including optimized search, social media and email campaigns, your listing will stand out online. It is my goal to provide digital marketing strategies to ensure buyers find your property and take action.

Best-in-class

PROMOTIONAL ASSETS



TARGETED MARKETING AND NETWORKING

From dynamic property brochures, to mailed monthly newsletters, to beautiful postcards, I will determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

Pricing YOUR HOME



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Pricing

MISCONCEPTIONS

The factors that influence the market value of your property are:

- Supply and demand
- Market economic conditions
- Asking and selling prices of competing homes
- Your homes condition
- A buyer's value perception of your home

Many sellers are tempted to list their home with the realtor who quotes the highest price. Please keep in mind the realtor doesn't set the price, the seller doesn't set the price, it is the market that will set the price or value for your home. My pricing expertise will help guide you to a price that you are comfortable with and will get you top dollar for your home.

It is very important to price your property at competitive market value when we finalize the listing agreement.



What You Paid



What Your Neighbor Says



What You Need



What Another Agent Says



What You Want



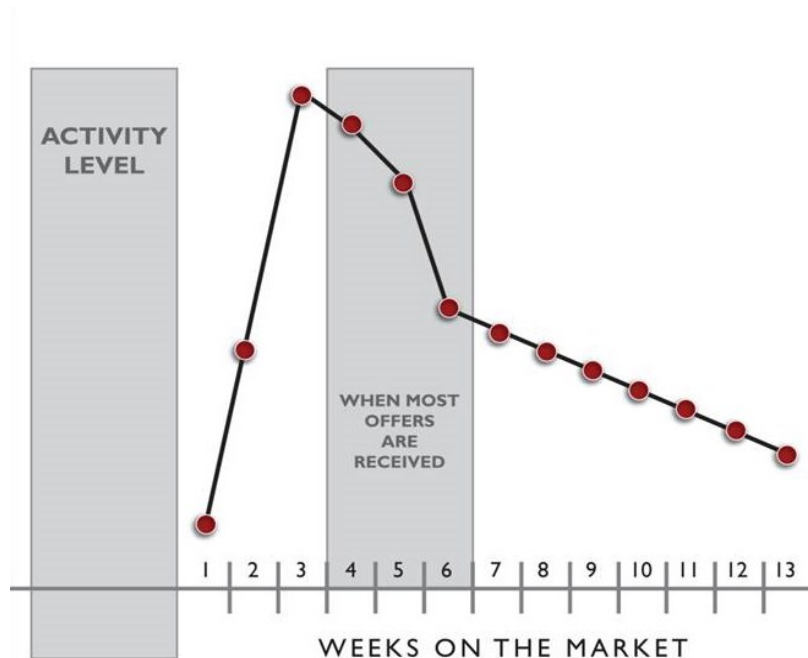
Cost To Rebuild Today

Price Competitively

CAPTURING THE MOST BUYERS

The first 30 days are the most critical in capturing the largest number of buyers who are prepared to buy because most are:

- Working with an agent 10 weeks
- Knowledgeable about market prices
- Financially pre-approved
- Familiar with properties previously on the market
- Ready to make an offer when they perceive value



IF YOU WANT TO COMPETE, BE COMPETITIVE

- The buying market has a short attention span
- Pricing your home right the first time is key
- Properly pricing attracts buyers
- An overpriced house will not sell
- We want to generate offers before the market moves on to newer listings

What

I NEED TO GET STARTED

- ☐ Seller Property Disclosure Completed
- ☐ Lead Paint Form Completed (for homes built before 1978 only)
- ☐ List of major home improvements and approximate year completed (roof, siding, windows, heating system, hot water heater, air conditioning, bathroom and kitchen updates)
- ☐ Utility providers (gas, electric, water)
- ☐ List of items by room seller does not want to include in the sale (light fixtures, window treatments, washer, dryer)
- ☐ Latest property tax bill
- ☐ Survey if available
- ☐ Copy of house key
- ☐ Contact information for sellers, email and cell phone numbers
- ☐ Homeowners Association contact information and monthly maintenance fees, known assessments (for townhomes and condos only)



Thank you **FOR YOUR TIME**

I sincerely look forward to assisting you with the sale of your home. Should you have additional questions, please don't hesitate to reach out to me anytime.

ALISA SNIDER

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