

A GUIDE TO

# Selling Your Home

**ALISA SNIDER**

Keller Williams Valley Realty

(201) 400-1788 cell

(201) 391-2500 office

[alidasnider@gmail.com](mailto:alidasnider@gmail.com)

[BERGENCOUNTYHOMESANDLIFESTYLE.COM](http://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 28 years experience as a 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 28 years of in-depth community and market knowledge
- Personalized service tailored to your individual needs
- Effective negotiation skills needed in today's real estate market

## AWARDS & RECOGNITIONS

- NJ Realtors® Circle of Excellence Sales Award
- Selected by Bergen County Magazine as a Bergen County Top Real Estate Agent
- 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**

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 is by far the best realtor we have ever come across. We highly recommend her. Alisa deserves the highest rating. You will not be disappointed by using her as your Realtor, whether you are selling or buying, she delivers!

**KAREN & MARK NELSON (201)341-0361**

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**

Alisa Snider is a top notch real estate professional. We were lucky enough to have her represent us as our agent when we purchased and then sold our home during the last few years. Alisa truly knows and understands the real estate market and will give you good, solid, honest advice. She never hesitates to go the extra mile for her clients. She is an honest, hardworking, ethical asset to the real estate world and we would recommend her in a heartbeat!

**MAUREEN & JOE DEBELLE (215)740-841**



# Testimonials

## FROM PAST CLIENTS

We were referred to Alisa through friends of ours who had worked with her previously. We decided to move to a new home in the midst of other major life changes (new baby, new job, & daughter just starting Kindergarten!); most people thought were crazy to list our home and try to move during this time. We worked with Alisa to both sell our house as well as find our new home. Alisa made the process as seamless and straightforward as possible. She is extremely knowledgeable, approachable, personable, endlessly patient, and was incredibly generous with her time. She answered every question we had along the way and explained every part of the process clearly and thoroughly. She provided us with a wealth of referrals to help us as well (contractor, home inspector, plumber, etc.) which took the stress off of us in needing to find a reputable company blindly on our own. It was certainly a crazy ride, but we could not be more thrilled with how the process panned out and we absolutely love our new house. Overall, a fantastic experience working with Alisa and we highly recommend her!

**EMILY LEFFLER & DAN ROSENSHEIN (781)913-9792**

Alisa Snider is amazing! It is incredible how much time, attention, and support she gave us as we sold our mother's home after her passing. She is experienced, knowledgeable, professional and readily available by phone, text, and email. She will go the extra step to help the process run smoothly. Also, she is able to offer a wide range of resources and contacts to provide assistance with all aspects of selling a home. Her positive attitude and relentless effort made it a pleasure to work with her. Alisa is the ideal realtor and we recommend her highly without hesitation.

**SABRINA CHERRY (914)806-2468 & PAM FISCHER (914)772-9949**

From the first conversation, Alisa was enthusiastic about taking on a double role as a realtor to assist me in selling my house and looking for my new condo. She walked me through every step, and made these processes very easy. Alisa will do anything for her clients which in my case, included making beds and measuring for rugs, and showcasing your house in an amazing light. She is a very enthusiastic and if you choose Alisa as your realtor, you have made a positive first step towards happiness and a stress-free transition to a better life !!

**DEBBIE MCDONAGH (201)563-3326**

Alisa Snider is outstanding! Having lived in our home for 28 years, the agent we selected to represent us was as important a decision as selling our home. Hiring Alisa was the right decision. From the moment we met, to the day we moved out Alisa was by our side. Alisa's years of experience, attention to detail and step by step guidance was a great comfort and totally diminished our stress level. Selling your home is daunting, selling your home with Alisa Snider is a pleasurable experience. We highly recommend Alisa; she truly is the best!

**ELLEN & MICHAEL TRAMA (201)788-1779**

# Selling your HOME



kw

# 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 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

# Getting

---

## 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/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 as 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

# Getting

---

## 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**



**kw**

# 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

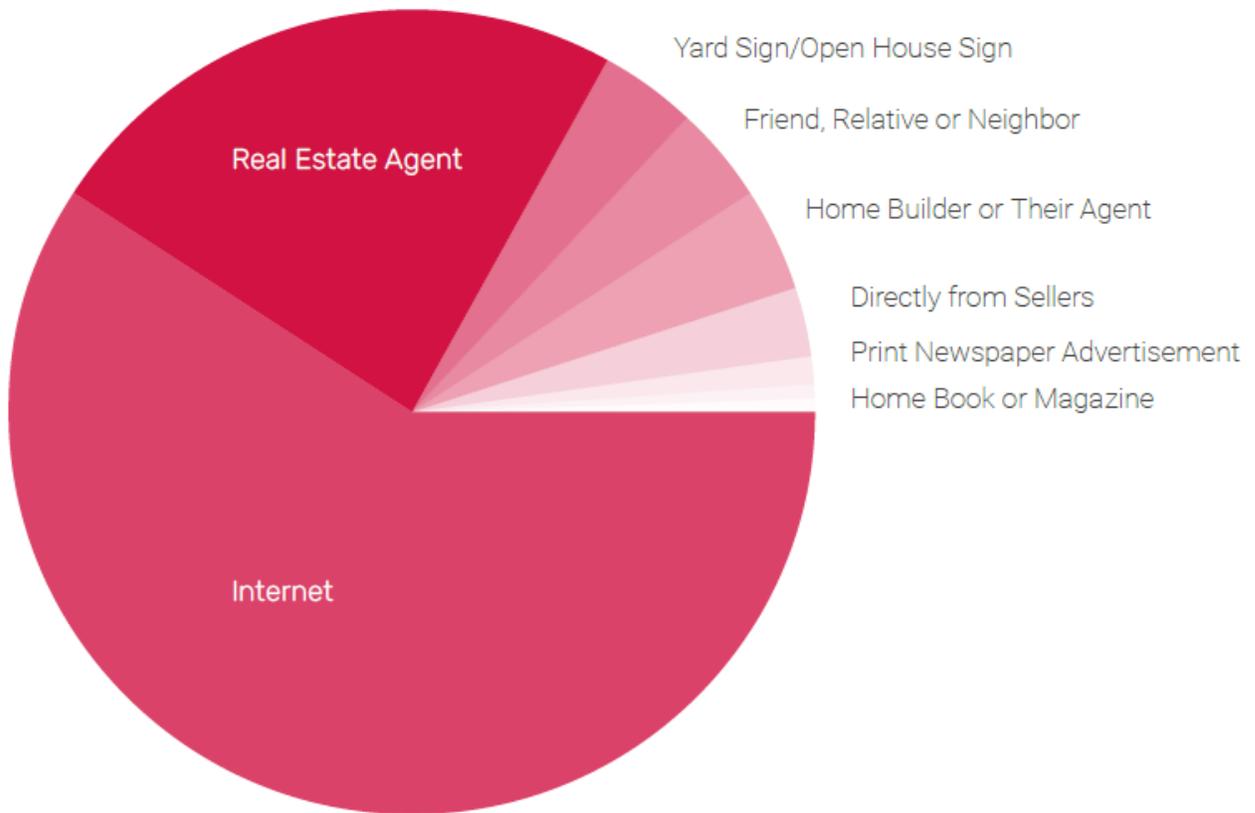
- Give seller an overview of current market conditions and projections
- Review both my credentials and Keller Williams, as well as accomplishments in the market
- Present company profile and position or "niche" in the marketplace
- Tour home reviewing with seller all updates, special features, and concerns
- 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

# Finding \_\_\_\_\_ YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

## HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®  
Profile of Home Buyers and Sellers



# 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



kw

# 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.**

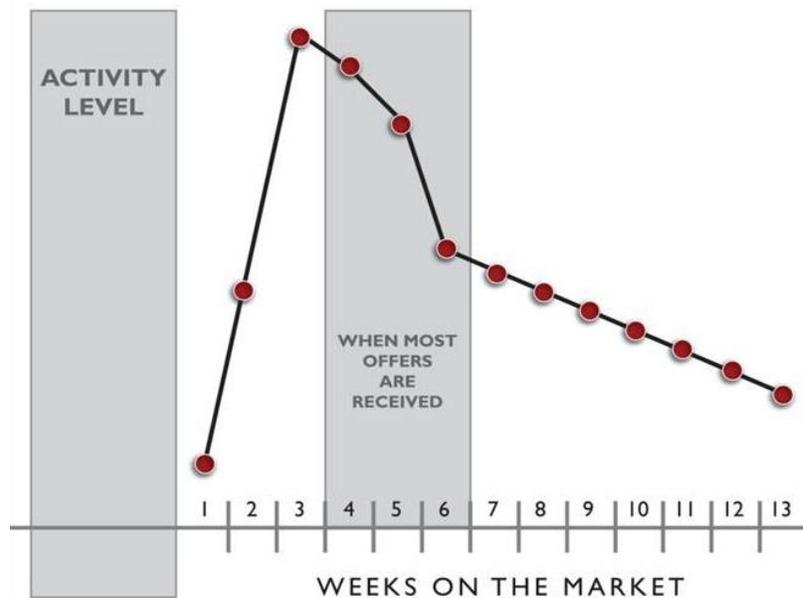


# Price Competitively

## 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**

Keller Williams Valley Realty  
(201) 400-1788 cell  
(201) 391-2500 office  
alisasnider@gmail.com



# Notes...

