



SELLERS GUIDE

YOUR COMPLETE GUIDE TO SELLING YOUR HOME

PARKS | 

W O

Danielle has made multiple transactions very easy for us. She works hard to get the deal closed and is the definition of professionalism. I don't think we would ever consider another real estate transaction without her. We highly recommend her!

-RUSS & KAREN LAUER

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A B O U T M E

Hi, I'm Danielle, a Canadian-born, Murfreesboro-raised, marketing expert turned real estate professional. I've lived in Murfreesboro for almost 30 years and watched this city grow from a tiny college town into a sprawling suburb. My husband, Andy, is a licensed contractor who specializes in custom, high-end new construction. Together, we've bought, sold, renovated, and built several custom homes. Whether you are buying or selling, the experience can be exciting but tedious. I understand because I've lived it! Whether you are a first-time homebuyer or a seasoned investor, I'll be with you every step of the way to ensure your transaction is seamless and smooth.



Danielle Holmes | License #346346

- **Top Producer.** In my 3 years in the industry, I've sold more than \$24M in real estate (\$11M in 2021 alone.) and earned recognition as a top producer in Middle TN. I won Rookie of the Year in 2020.
- **PARKS.** I work for the #1 office in the Parks organization, which is also the #1 real estate company in TN. Our tools and connections are unparalleled, especially in this competitive market.
- **Communication and documentation** are my strongest assets. Years of working for corporations have trained me well. :-) And... it doesn't hurt to have a marketing professional ensuring your home puts its best foot forward.
- **New Construction Connections.** My husband has been a builder for 15+ years. I'm no stranger to a job site or new construction and can help you navigate this process.
- **My Network.** Living and working in Rutherford County, I've developed many relationships (lenders, title companies, inspectors, trade vendors, other agents, etc.) and can connect you so you can make informed decisions about your transaction.
- **Home Staging.** I am a decorator by hobby and can help stage your home for potential buyers. I opened Velvet + Oak, an interior decor and design service, in 2018.
- **Luxury Market.** I've assisted with many luxury home transactions and can help you navigate this as well.

Whether you're looking for the perfect house or the perfect blueprint, I love making a good match! I can't wait to be a part of this journey with you.

THE STEPS

When it comes to selling your home I've got you, every step of the way. Here's a general breakdown of the process and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. I'll walk you through everything!

TAKE PHOTOS

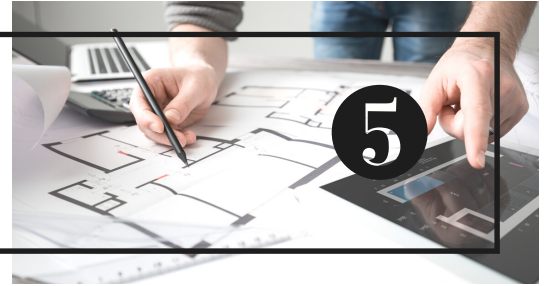
My photographer will make your home look its best!

4



CREATE MATERIALS

I'll have our in-house graphic designer create everything we need to market your home!



6



SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

REVIEW OFFERS

I will review all offers with you and negotiate on your behalf.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the check!



THE MARKETING

Here's a general breakdown of the process and what you can expect.

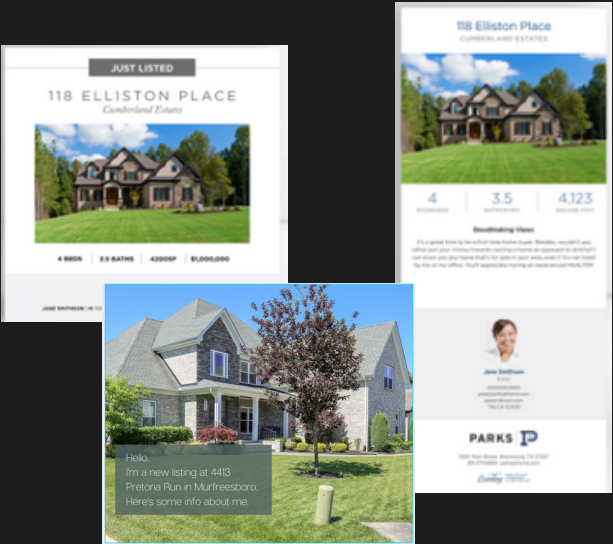


VISUALS

Photos, flyers, and property brochures get your home noticed by agents and buyers alike!

ADS

Your home is marketed via social media and other online platforms and shared with agents & buyers via email marketing.



EVENTS

From open houses to broker opens, your home will be given the royal treatment!



A living room scene featuring a large, dark wood bookshelf filled with books and framed pictures of the Eiffel Tower. A light-colored tufted sofa is in the foreground, and a glass coffee table is partially visible on the right. The room is dimly lit, creating a warm and inviting atmosphere.

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that's \$10,000-50,000 more money.

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time.

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we will factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Special Stipulations
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

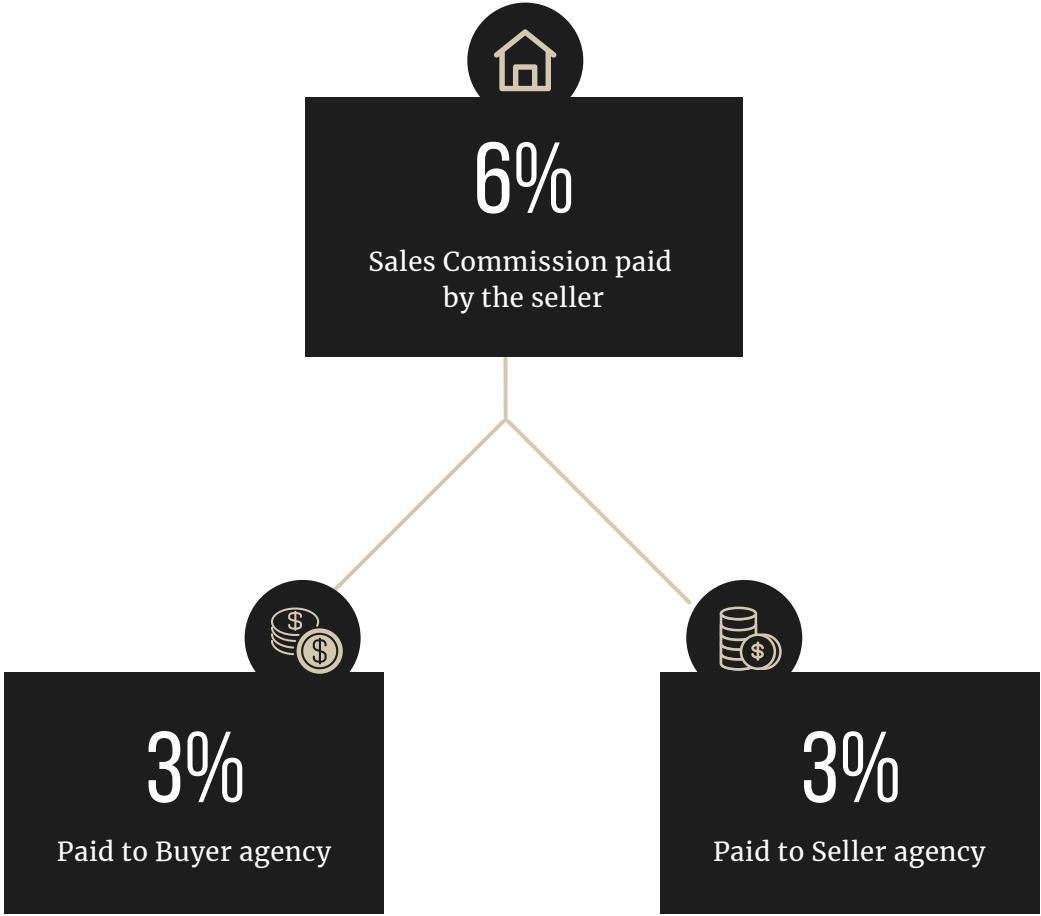
Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walkthrough of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED



WHERE MY PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

From photography, staging, and open house expenses to developing marketing materials, purchasing mailing lists and executing online advertising; getting your home in front of the highest number of qualified buyers is my specialty.

REALTOR FEES & ADMIN

As a realtor, I personally pay brokerage splits, board dues, office bills, taxes and administrative fees to keep my license active and legal as well as provide the best support to my clients.

AGENT EARNINGS

As a commission-based employee, I pay out of pocket for healthcare, dental & vision coverage, retirement and 401K investments, and more. My commission is how I support my family.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- Replace burnt out lights
- Touch up paint
- Repair leaking taps and toilets
- Make any small repairs.
- Change air filters & smoke detector batteries
- Caulk countertops as needed



HOME CLEANING

- Clean carpets and hardwoods
- Clean and freshen bathrooms
- Clean appliances
- Clean out pantry and closets
- Clear counters



TIDY AND PREP

- Declutter
- Secure personal documents & valuables
- Store excess furniture



CURB APPEAL

- Cut lawn & tidy landscaping
- Clean windows
- Pick up any litter
- Clear patios
- Touch up exterior paint
- Pressure wash



EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Open drapes/blinds during day
- Plug in air fresheners
- Have a plan for pets during showings

A man and a woman are embracing in a living room. The woman is wearing a white sweater and blue jeans, and the man is wearing a striped shirt and khaki pants. They are standing in front of a large window. There are several cardboard boxes on the floor around them, suggesting they are moving. The room has a modern feel with a grey sofa and a potted plant.

TESTIMONIALS

“
My wife and i used Danielle on two separate occasions, she was a professional from the start of the process all the way through the closing of both homes. She helped educate us on all the ins and outs of buying and selling. She made both of us feel very comfortable, no pressure, and she answered all of our questions.

—Mel S.

“
Danielle's real estate expertise was invaluable to us novices. She explained market conditions and walked us through the whole selling process.

—Amanda G.

“
Danielle did an amazing job helping us sell our home. She started by establishing the right price and coaching us through staging. She did an excellent job marketing our home and on our first day listing our home we had two offers above our asking price. You can't do any better!

—Doug C.



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