



SELLING YOUR HOME



Tracy Womack Realty, Inc.

RE/MAX[®]
Paradise

WELCOME!

Tracy Womack

REALTOR, ABR, GRI, CRS,



(251)370-3686



www.tracywomackrealty.com



tracy@tracywomackrealty.com



Mobile and Baldwin Counties





CONTENTS

- 04 about me
- 05 testimonials
- 06 seller roadmap
- 07 about your home
- 08 about you
- 09 pricing
- 10 marketing plan
- 11 important info
- 12 photo prep checklist
- 13 additional notes
- 14 final words
- 15 final words

ABOUT ME



"Real Estate is not simply a job for me, it is my passion. I am dedicated to helping each and every one of my clients achieve their real estate goals and have an exceptional home selling experience."

It is my mission to deliver a one of a kind experience to each client with honesty, integrity, and unmatched service. I run a small real estate team with a combined over 30 years of experience and I am backed by the power of an awesome company. At RE/MAX Signature Properties we work diligently to make sure we are the market experts.

I am committed to helping and guiding you through one of the most important decisions of your life. I will work to understand your needs and goals so that together we can navigate through the process and you can make the best educated real estate decisions.

My husband, Sean, and I are celebrating 29 years of marriage in 2024. We have 2 children that are successfully navigating adulthood, one is a teacher and one is a college student. I enjoy volunteering in various aspects of the community as well as serving on the Board of Realtors. I feel as though this is time well spent as it keeps me connected in so many ways and is just one more way my clients benefit from my service.

CLIENT TESTIMONIALS



Outstanding knowledge of the market and what is going on. She does her research in the market in your area and knows how homes are selling. She caters to all your questions throughout the process, and does her very best to meet and exceed all your expectations. I would HIGHLY recommend her for ANY of your realtor needs. I'm def a highly satisfied customer.



Tracy was not only very knowledgeable, she helped with a lot of key selling points to assist in getting the property better able to sale at a much better price point. She also knew the correct price per sq foot and put me in touch with vendors to help make the sale happen in a timely fashion.



I have bought and sold several properties with Tracy. I rely on her heavily to help me evaluate the true value of a property. She alway pulls comps quickly and has never hesitated to show me a property before or after normal business hours. Highly recommended.

THE SELLER ROADMAP

This is a brief summary of the timeline for selling your home. Remember, as your Real Estate Agent, I will be there to be sure you feel confident during each step of this process.

01

INTERVIEW

Find the right Real Estate Agent for you

06

MARKETING

We will use a strategic marketing plan to ensure maximum exposure

02

PRICING

Review comparable homes and establish a price for your home

07

OFFER

We will review all offers and help you understand all the terms of the contract

03

STAGING

Prepare your home to make it's debut on the market

08

UNDER CONTRACT

After accepting an offer, your home will officially be under contract

04

PHOTOGRAPHS

We will have your home professionally photographed for the MLS

09

NEGOTIATIONS

We will negotiate any repair requests made by the buyer

05

MLS

Your home will go live on the MLS and will be viewable to potential buyers

10

CLOSING

Hooray! Time to hand over your keys and celebrate selling your home

ABOUT YOUR HOME

01

What drew you to this home when you bought it?

02

What is your favorite feature of your home?

03

What do you like most about your neighborhood?

04

What are some nearby attractions and amenities?

05

What don't you like about your home?



09 LET'S TALK ABOUT YOU

As your Real Estate Agent, my number one goal is to help you achieve your goals. I make it my priority to understand your situation when it comes to selling your home so we can accomplish those goals.



QUESTION ONE: YOUR WHY

Why are you moving? How soon do you need to move?



QUESTION TWO: YOUR PLAN

What will you do if your home doesn't sell?



QUESTION THREE: OVERCOMING OBSTACLES

Do you anticipate any major challenges with selling your home?

PRICING

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.



PRICING

Our goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving low offer



HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of you home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers



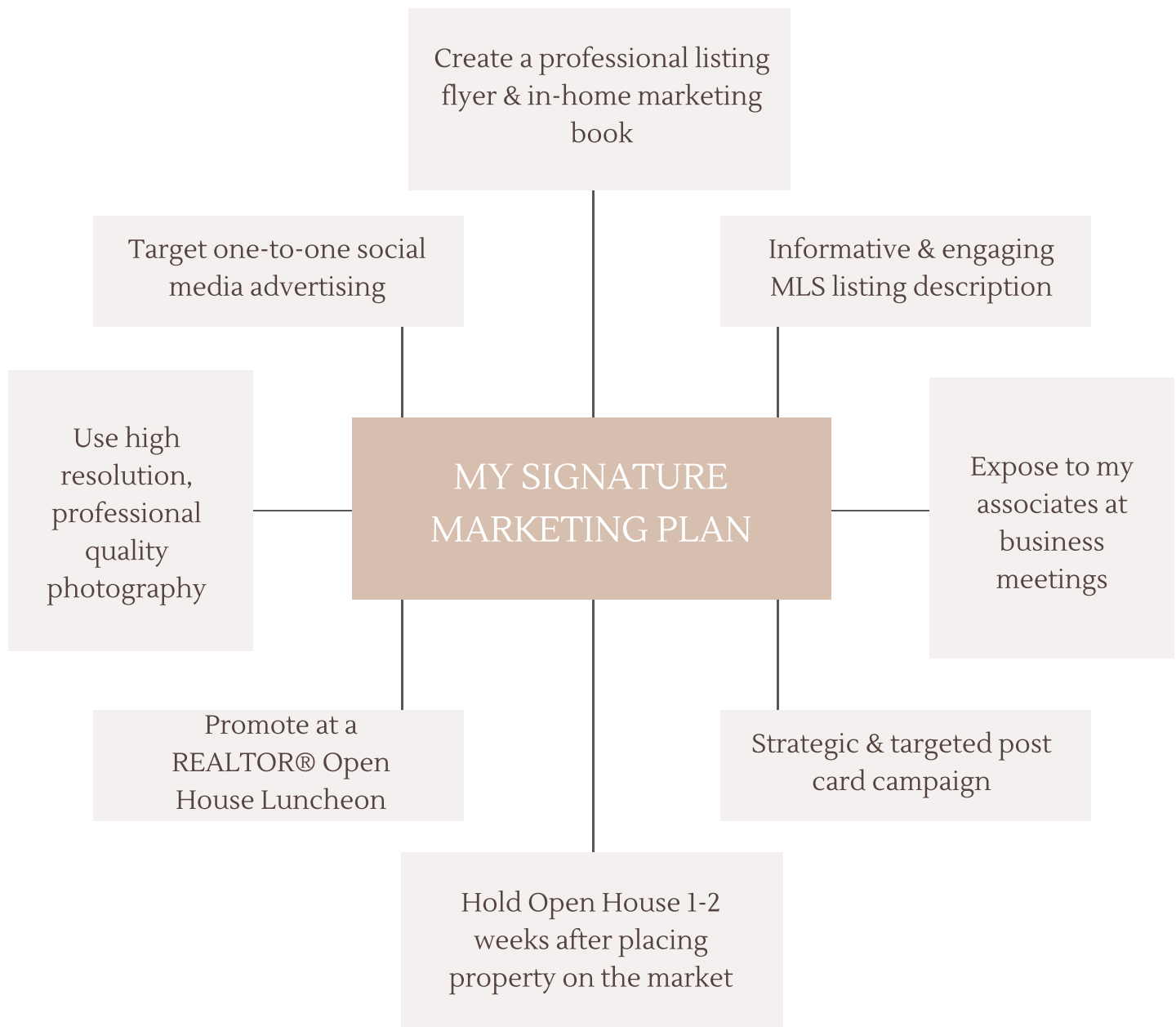
FACTORS

What factors do not determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

MARKETING PLAN

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.





IMPORTANT INFO

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?

PHOTO PREP CHECKLIST

- ☐ Clean the entire house
- ☐ Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- ☐ Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- ☐ Shutters and blinds should all be set to matching angles
- ☐ Clean all glass mirrors
- ☐ Declutter all counter spaces in kitchen and bathrooms
- ☐ Close all toilet lids
- ☐ Remove your furry friends from the areas being photographed
- ☐ Store away pet supplies, food bowls, toys, etc.
- ☐ Cut the lawn and make sure your patio furniture is arranged
- ☐ Sweep the porch and exterior area





Real estate is not just my job;
it's my passion, your
investment, and your future
home. I am opening the doors
to your future through my
knowledge, experience and
expertise.

- TRACY WOMACK



Tracy Womack
REALTOR

Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.