





SOLD.

LAURA NELSON

FROM START TO SOLD. ALL THE DETAILS YOU NEED TO SUCCESSFULLY LIST & SELL YOUR HOME.



WELCOME



Hi, I'm Laura and I believe in home.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Laura Melson



About Me + Team

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

Marketing

Online Debut

Contingency Period

Closing Day



LAURA NELSON

Realtor & Marketing Specialist

ABOUT LAURA

Laura is the founding member of the Laura Nelson Real Estate team. Licensed Realtor since 2003, Laura has established herself as one of the top real estate agents in the East Bay Area. Throughout the years, Laura has helped several families buy, sell and invest in real estate. As a real estate investor herself, she makes sure to be continuously educated on the market statistics and trajectories. This allows her to keep her clients well educated on the real estate market so that they can make the best informed decisions when it comes to buying or selling one of the largest assets they will own. With Laura's extensive knowledge and commitment to providing only the best and most timely information to her clients, she is your go-to source for all of your real estate needs. Whether you're a buyer, seller or investor, in choosing to work with Laura, she promises a positive real estate experience. LAST 24 MONTHS

- 2024 Joined EXP Brokerage Luxury Division
- Member of Keller Williams Luxury International
- Member of Keller Williams Relocation
- Served over 20 clients and over \$15 million in volume Sold
- Helped buyers find off market properties with reverse prospecting strategies
- On average helped sellers sell their home 103% above ask price
- Worked to build strong relationships with existing clients and establishing new contacts through networking
- Utilize unique web based tools to market client listings to the maximum potential
- Global / International outreach



SOCIAL MEDIA PERFORMANCE

LAST 90 DAYS



8.9 M Reach



66,728 Profile Visits



11.2M 2 Impressions

SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING CONSULTATION | SET PRICE PROFESSIONAL PHOTOS AND VIDEO OPEN HOUSE | OFFER PRESENTATION CLOSE ON THE HOUSE (AND CELEBRATE)

GET THE HOME READY FOR THE MARKET ONLINE DEBUT | LISTED FOR SALE CONTINGENCY REMOVAL PERIOD



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.





A few things to think about before we meet...

What is your moving timeline?
What do you hope to net from your home sale?
What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!



EARNING THE LATEST ACCOLADES

THE WALL STREET JOURNAL & MANSION GLOBAL

"By connecting your exceptional property to the Mansion Global and WSJ.com high net worth

audience, your listings will gain unprecedented traction from quality leads & generate sales."

WSJ

THE WALL STREET JOURNAL

Whether it be the senior executive at the pinnacle of his or her career or an affluent individual looking to make a big, luxury purchase, ambitious readers everywhere rely on WSJ.com to make informed decisions in their personal and professional lives. With a highly-trafficked, dedicated Real Estate section, WSJ.com provides the perfect opportunity for brokerages and agents to shape the narrative of the real estate market to a highly engaged, affluent audience.

WSI.COM AUDIENCE

82:18 U.S Viewers: Non-U.S Viewers

32% Own 5 or more homes. 21% more than the average affluent individual

\$1.9M Average HHNW

\$341K Average HHI

MANSION GLOBAL

MANSION GLOBAL

Mansion Global's diverse editorial content inspires and educates our affluent audience about the global property

market. From market news to design and home technology stories, our editorial is informative and entertaining.

Mansion Global provides insightful market data, indepth analysis, real estate news and entertainment that empowers smart home buyers

MANSION GLOBAL AUDIENCE

47:53 U.S Viewers: Non-U.S Viewers

71% Of Mansion Global readers are millionaires

\$2.6M Average HHNW \$564K Average HHI

YOUR LISTING IS AMPLIFIED THROUGH PROMINENT POSITIONING THROUGHOUT OUR DIGITAL BRAND PORTFOLIO

WSJ

THE WALL STREET JOURNAL

Accessible on our US, Indian sites + on our Chinese & Japanese Language Editions.

Listings are featured across WSJ.com's international sites: WSJ U.S, WSJ India and WSJ's Chinese & Japanese Language Editions.

101.8
MILLION
Monthly Unique Views

706.1 MILLION Monthly Page Views



MANSION GLOBAL

MANSION GLOBAL

WECHAT MIRROR SITE Mansion Global's Mirror site on Wechat, the largest standalone messaging app in Asia, showcases your listing to Asia's most affluent.

54K 112K 10K Unique Views Page Views Followers

IN-LANGUAGE EDITIONS Luxury Listings showcased in-language in booming real estate markets.

3.1 MILLION Monthly Uniques 7.1 MILLION Page Views Globally





BARRON'S

BARRON'S

Listings are featured and searchable on the Barrons.com homepage, surfacing your property in front of the most influential investors, executives and financial advisors in the world.

8.5 MILLION 30 MILLION
Monthly Uniques Monthly Page Views Monthly Uniques Monthly Page Views

PENTA

Listings are featured and searchable on Penta, which delivers inspiring luxury & wealth content to HNW individuals who want to spend their money with passion & purpose.

\$2.9 MM Average HH

Net Worth

Penta Readers Are Multi-Millionaires

MarketWatch

MARKET WATCH

Listings are featured and searchable on MarketWatch's homepage, and on the Personal Finance Real Estate & Retirement Real Estate pages — alongside newsworthy personal finance content.

46.4 MILLION 314 MILLION

Monthly Uniques

Monthly Page Views



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

	NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry
- Remove refrigerator magnets

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all items off of flat surfaces

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible
- Keep the bed made at all times
- Keep everything of the floor

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you

 can
- Trim all bushes & mow any lawns
- Rake any leaves, blow off any gravel/dirt
- Power wash the exterior of the home (if needed)

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint
- Keep floors clean of clutter and vacuum regularly

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

BATHROOMS

Pre-List TO DO LIST	
KITCHEN	BACKYARD
FAMILY ROOM	FRONT ENTRY
BEDROOMS	MISCELLANEOUS





Shocking Truths...

- Homes listed with professional photography sell 32% faster.
- The average ROI on professional real estate photography is 826%.
- 68% of consumers say that great photos made them want to visit the home.

GO TO MARKET TIMELINE

Homes perform best when they go to market on Wednesday. In order for your home to go to market on Wednesday, all cleaning and photos need to be taken at least 1 week prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your personal home website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials







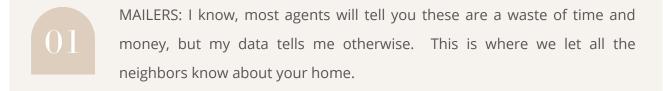
GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...



SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

CLEAN & PREP

- Less is more!
- Begin packing
- Remove all clutter from flat surfaces
- Remove anything personal, political or religious

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video, 3D matterport, and drone footage

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

COMING SOON

- Sign is placed in yard (optional)
- No showings until open house
- Generates Interest list

POSTCARD CAMPAIGN

- 250 postcards distributed to neighborhood
- Coming Soon, Open House, Just Listed, Under Contract, Sold

SOCIAL DEPLOYED

- All social pieces created and posted weekly
- Long form video, 3-4 reels and designer style photos

OPEN HOUSE

- Opening weekend, no showings prior
- Twilight Tour Fri 5-7pm
- Open House Saturday & Sunday 1-4pm

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 6-10 weeks searching for a home and previews 12 properties before deciding on their purchase.



I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, Redfin, and Realtor.com, and claim those listings to follow statistics.





OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. Since this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.







CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

Inspection Contingency

Every contract has a inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval letter and have an in-depth conversation with the lender regarding the buyers qualifications.

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

We always meet with the appraiser with comparable listings and stats in hand to help with the valuation of your home.

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home.

There will be additional paperwork and dates we abide by with this type of contingency.



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

- 1. The deed isn't a legal document until it has been recorded by the county recorder's office.

 Once each party has signed, the title company will send it to record. This can take a few hours.
- 2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.





what others ARE SAYING





MR. & MRS. FELISE

Laura was very knowledgeable and informative of the current market and helped us with understanding the correct pricing for our home. Easy to work with and her staff was very friendly and helpful whenever we had questions. We are more than satisfied with Laura being our agent. Thank you for all your work. -Home Seller





MR. & MRS. HEFFNER

Laura and her team are like no other! Efficient, attentive, knowledgeable! Everything was done quickly with no mistakes. Never did we have to remind them of anything, nor fight for their attention. We always had what we needed when we needed it. We did not feel like a business deal, yet their family. This made the experience that more special. Home Seller & Buyer



No Fee, No Penalty Listing Cancellation Guarantee

We know hiring a real estate agent is a risk due to the fact that you really don't know whether or not you have a good one until after you sign the agreement.

However, we are so confident in our services that we are willing to give you a Satisfaction Guarantee.

If you are dissatisfied with our performance....

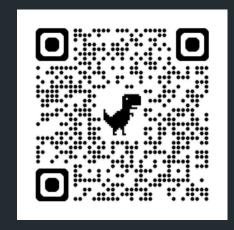
Prior to accepting or negotiating a contract for sale.

You can cancel the listing agreement at anytime, if we have not provided the services promised. Just bring this document to us and we will cancel the remainder of your listing agreement without any fees or penalties.



READY TO LIST?

Set your appointment here:







instagram.com@lauranelsonrealestateteam facebook.com/lauranelsonrealestateteam



LAURA NELSON

REAL ESTATE AGENT

GET IN CONTACT

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