

Melanie Dawkins REALTOR, SRES Nebraska Realty MelanieDawkins.com

# THE ULTIMATE ROADMAP TO SELLING YOUR HOME

#### ••• SELLER'S GUIDE •••



## MELANIE DAWKINS

I believe in an approach to selling your home that is as unique as you are.

When you are working with me, my goal is to help you have **FUN** in your home selling journey. I am here for you 24/7 to take you through the process.

I live in Lincoln. I worship here, my family is here, I KNOW Lincoln.

Come join the family and together we will SELL your home





Millions in real estate sold yearly



Licensed real estate agent since 2017



Seniors Real Estate Specialist



Details and communication are most important to me

#### Get it ready

Make repairs and updates. Give your home a thorough cleaning so it shows how well it has been maintained.

#### THE FIVE STEPS

Let's take a look at the steps it takes to sell your home

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

#### Snap shots

 Professional photos are crucial to showcasing your home online (where most home buyers start the shopping process).

#### A Showings

• This is often the hardest part when you are in your home and must maintain cleanliness and handle the inconvenience of being booted from your home (sometimes for a few hours at a time).

#### **5)** Review Offers

I will negotiate on your behalf and will explain and present all offers to you

#### Closing day

Approximately 30-45 days after an accepted contract, I hand over the keys and you collect the check!

#### THE APPROACH

### ASSESS:

I'll give your home a good once over, make a list of everything I think needs to be addressed before listing, including repairs, landscaping, tidying and small updates that could mean a better return

## Sell:

Once your home is in tip-top shape, we're ready to hit the market. My unique selling strategy includes, open houses, social media marketing, email marketing, targeted digital advertising, video walkthroughs, and print marketing that reach audiences far and wide. Your listing appears on the MLS and all other real estate websites!

You receive weekly updates from me starting with the day the listing agreement is signed until the day of closing.

You should never be left wondering, 'What's next?'

I am your guide in this process and I will not give up!

### THE MARKETING

### SOCIAL MEDIA

When you work with Melanie Dawkins. you're working with someone that combines market expertise with entrepreneurial innovation. I listen to your needs and goals, use data and creativity to optimize your property and bring buyers to your door!

Social media is crucial to getting your home sold.

My social media presence, and that of my brokerage, is growing everyday which means your home gets in front of more eyes.

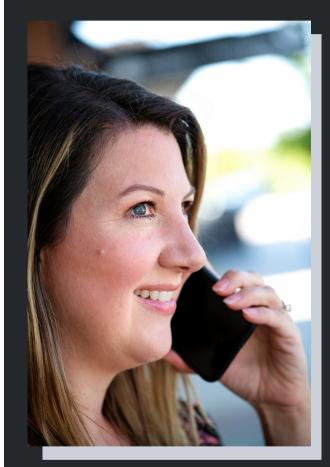
#### WHO WE KNOW?

Often, finding the right buyer is about connecting the right people.getting your home sold.

My network of professionals work to find the right buyer for my listings. With more than 1,200 agents in my database in Lincoln and hundreds around the country and the world, chances are we'll find at least one buyer who falls in love with your property.

## TEAM WORK

lt's a team effort: I bring qualified buyers, the latest technology and marketing experience, plus negotiation skills... all for you!





2311 S 62nd St - \$255,000





6600 Stonebrook Pkwy - \$590,000



2333 N 88th - St \$335,000

# From Just Listed >>>> To JUST SOLD!





9101 S 32nd St - \$469,900





## LET'S GET STARTED!

## **Melanie Dawkins**

**REALTOR, Seniors Real Estate Specialist** Nebraska Realty Lincoln, NE





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