



MELANIE DAWKINS  
REALTOR

Melanie Dawkins REALTOR, SRES  
Nebraska Realty  
[MelanieDawkins.com](http://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.*

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- 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

# ABOUT ME

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Millions in real estate sold yearly



Licensed real estate agent since 2017



Seniors Real Estate Specialist



Details and communication are most important to me

# THE FIVE STEPS

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

## ① Get it ready

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

## ② Set the price

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

## ③ Snap shots

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

## ④ 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*

## ⑥ Closing day

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

# THE APPROACH

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## 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

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





From Just Listed



To **JUST SOLD!**




# LET'S GET STARTED!

## Melanie Dawkins

REALTOR, Seniors Real Estate Specialist  
Nebraska Realty  
Lincoln, NE

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 (402)730 1157

 [melanie@nebraskarealty.com](mailto:melanie@nebraskarealty.com)

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