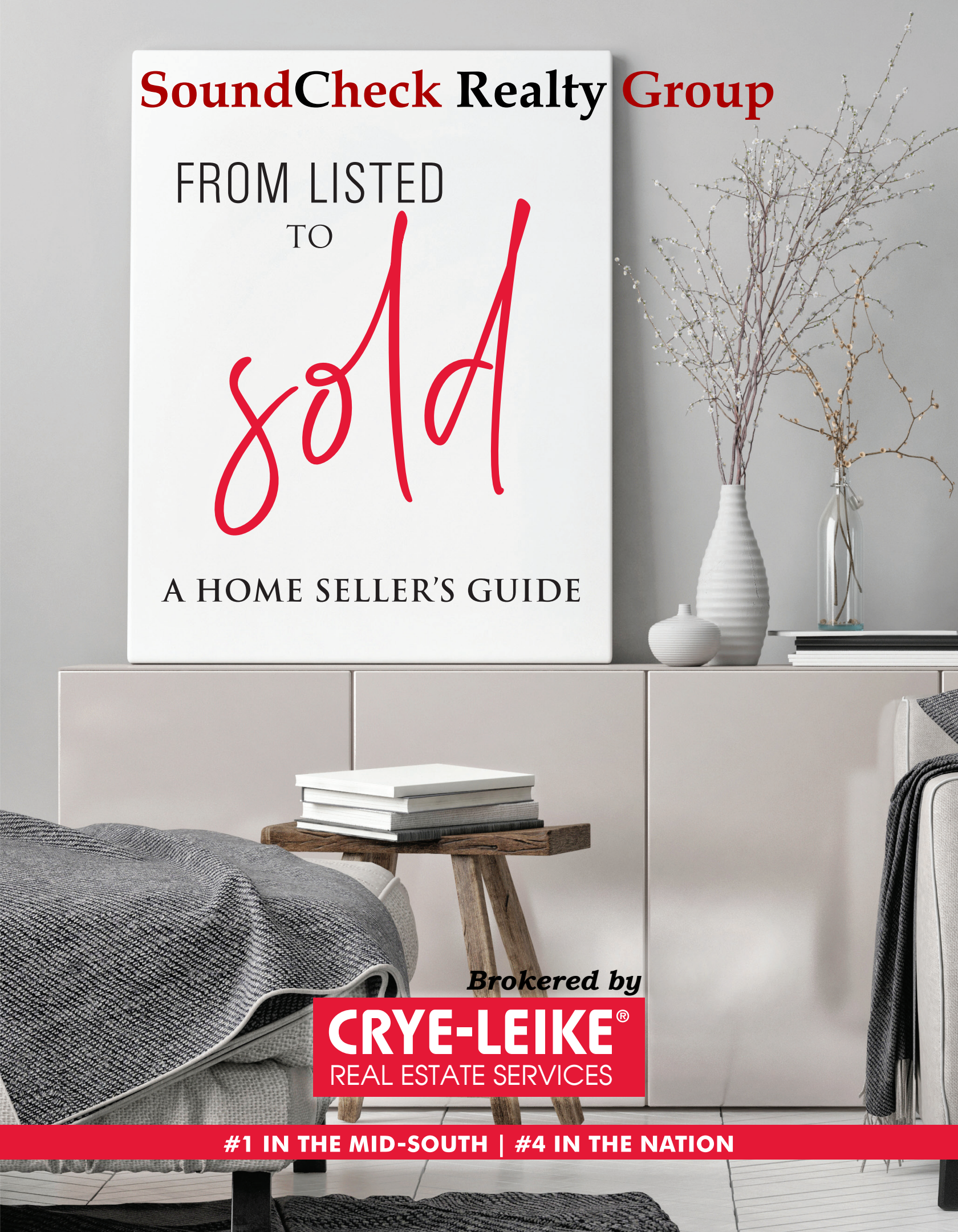
SoundCheck Realty Group

FROM LISTED TO *sold*

A HOME SELLER'S GUIDE



Brokered by

CRYE-LEIKE®
REAL ESTATE SERVICES

#1 IN THE MID-SOUTH | #4 IN THE NATION

Gary Rabideau
Managing Broker
Senior Advisor

Connor Mayne
Affiliate Realtor
Social Strategist

Chester Hood
Real Estate Broker
Analyst & Advisor

Our Team

SoundCheck REALTY GROUP

HOME SALES | LAND | CONSTRUCTION | SMART HOMES

www.soundcheckrealtygroup.net

Gary Rabideau

CRS · GRI · ABR
Cell: 615.415.1740

Principal Broker at Crye-Leike Mt. Juliet & Goodlettsville Cornell-trained in soils and crops, with a rare command of Tennessee land, master gardener. Specializing in residential homes, multi-family, farms, homes, and investment properties.

Connor Mayne

Cell: 606.492.0529

Broker Affiliate with a sales and service background and a real knack for social media. Connor knows Middle Tennessee inside out — and gives clients the truth, not a pitch. Turns out, straight talk is what closes deals.

Chester A. Hood

Cell: 615.335.4464

34 yrs real estate — 5 in Middle TN, 30 in CA. 18 appraising (nearly 3,000) + 10 lending: combining a rare command of value, financing & negotiation skills. Not just an agent — a trusted advisor helping families & businesses build a better life through property.

Marketed by

TURNKEY DEVELOPMENT GROUP LLC

Brokerd by

CRYE-LEIKE® REALTORS®

130 Long Hollow Pike, #100
Goodlettsville, TN 37072
Office: 615.811.0888

PREPARING YOUR HOME
TO RECEIVE TOP MARKET VALUE

Getting top dollar for your house begins with understanding how to see your house through the eyes of a buyer. To be a successful seller you must have your house looking its best!

PRE-SALE PREPARATION:

The moment you decide to sell your property the *"home"* you love so dearly turns into a *"house"*. This shift in vocabulary is the process of "letting go". It is the emotional detachment all sellers eventually experience. *Home* is where the heart is. *Houses*, on the other hand are commodities sold on the open market. Keep in mind.....**You are getting ready to sell a HOUSE.**

If you make the right improvements when preparing your house to sell you increase the odds of selling it quickly for top dollar. If, conversely, you do nothing or make the wrong changes to your property you prolong the sale and reduce the ultimate sales price.

CREATING CURB APPEAL:

Most buyers make snap decisions about your house. Their first impression, good or bad, is usually lasting. Buyers generally decide if they want to see the inside of a house within 20 seconds of viewing the external attractiveness (curb appeal) of your property. No matter how magnificent your house is on the inside many buyers will drive by without even stopping if the curb appeal isn't inviting.

- Keep the lawn cut & edged. Trim the bushes. Weed the gardens. Freshen mulch. Plant fresh annuals. Keep the porch swept and clean.
- Pressure wash the driveway, sidewalk & deck.
- Paint the exterior siding and trim.

EXTERIORS ATTRACT – INTERIORS SELL:

Curb appeal draws buyers into your house. Appealing, well cared for interiors make the sale. You don't usually have to spend thousands of dollars on your house prior to putting up the For Sale sign. Little things you do generally give the biggest increase in value.

Concentrate on the three C's: Clean, Clutter and Cosmetic.

- Keep children's toys out of the front yard, sidewalks and front porch.
- If you have pets, clean up their debris daily.
- The front door greets the buyer. Make sure it is fresh. Clean and paint the trim if needed.

6 FACTORS
AFFECTING YOUR PROPERTY

FACTORS:	WHO CONTROLS:
1. Condition of Property	1. Owner
2. Price	2. Owner
3. Marketing of Property	3. Agent
4. Negotiating Skills and Follow Up	4. Agent
5. Competition	5. No Control
6. Market Conditions	6. No Control

PRICE IT RIGHT
FROM THE START

Your property will generate the most attention and showings in the first weeks it's on the market. Properties priced properly result in quicker sales and typically a higher price.

- Faster Sale
- Less Inconvenience
- Attracts "Cleaner" Financing
- Attracts Higher Offers
- Means More Money to Sellers
- Avoids Being "Shopworn"
- Better Response from Advertising and Sign Inquiries
- Increased Sales Associate Response
- Exposure to More Prospects

SELLER PROPERTY EVALUATION
RATE YOUR HOME

Examine Your Home and Rate The Following

(5 = Potential Problem, 0= Not a Problem)

Circle Your Choice

Sloped Lot or Steep Driveway	0	1	2	3	4	5
Professional Landscaping	0	1	2	3	4	5
Well-Maintained Yard (weeds pulled, yard cut & edged, fresh flowers)	0	1	2	3	4	5
Exterior Painting/Last Painted	0	1	2	3	4	5
Condition of Walkway & Front Door	0	1	2	3	4	5
Condition of Roof / Age	0	1	2	3	4	5
Dated Paint Color or Wallpaper	0	1	2	3	4	5
Condition of Carpet & Flooring	0	1	2	3	4	5
Personalized, Non-Neutral Decor	0	1	2	3	4	5
Condition of Appliances / Age	0	1	2	3	4	5
Location	0	1	2	3	4	5
Pleasant Environment (Not Busy or Noisy)	0	1	2	3	4	5
Desirable Neighborhood	0	1	2	3	4	5

PREPARING YOUR HOME
TO RECEIVE TOP MARKET VALUE

CLEAN:

Scrub your house from top to bottom. Buyers will notice strong smells as soon as they walk through your front door – eliminate odors.

- Clean all appliances inside and out. Stains and dirt make them appear old.
- Scour walls, floors, bathtubs, showers and sinks until they sparkle.
- Check grout in bathtubs, showers and on the floors.
- Clean your carpets to reduce stains and eliminate odors.
- Wash all the windows in your house – inside and out.
- If you smoke, smoke outside!

CLUTTER:

Clear out the clutter – it can reduce the value of your house.

- Keep kitchens counters clear – put unnecessary items away.
- Keep dirty dishes out of the sink.
- Recycle stacks of old magazines and newspapers.
- Clean out the closets. They should look like they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.
- Make sure rooms are not overcrowded with furniture. It makes them appear smaller.

COSMETIC:

First impressions are lasting impressions.

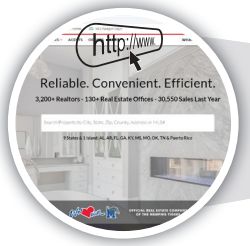
- Consider painting high traffic areas.
- Clean front door / porch areas.

MAXIMUM
MARKETING EXPOSURE

WORLDWIDE EXPOSURE

NETWORK OF INDUSTRY LEADERS

AWARD WINNING WEBSITE



YOUR HOME

DIRECT MAIL POSTCARDS

SOCIAL MEDIA

DISTINCTIVE YARD SIGNS

I will definitely be the reason YOUR HOME IS SOLD!

Why CRYE-LEIKE®

TOP BENEFITS WE PROVIDE TO EVERY CLIENT WE WORK WITH

MARKETING AND TECHNOLOGY SERVICES

Professionally staffed marketing and technology departments offer strategic solutions that help create greater exposure for our customers and effectively promote our **CRYE-LEIKE**® associates.

No other real estate company provides a more comprehensive, in-house marketing and technology department than **CRYE-LEIKE**®.

HOME SERVICES

CRYE-LEIKE® Home Services FREE vendor and services referral program is available only to **CRYE-LEIKE**® customers.

With one simple call, **CRYE-LEIKE**® Home Services will provide you an array of insured and licensed professionals with quality solutions at the lowest possible price. Services also include setting up cable, telephone, and utilities in your new home.

AWARD-WINNING INTERNET PRESENCE

CRYE-LEIKE.com is Website Quality Certified and is one of the most heavily visited, professionally managed real estate websites in the United States.

CRYE-LEIKE.com offers ALL local area home listings with ALL photos, updated every 12 minutes. With over 30 million hits per month, our award-winning website is always accurate and helps prospective home buyers begin their home search.

INNOVATIVE TECHNOLOGY TOOLS

CRYE-LEIKE® continuously works to develop tools, technologies, and resources to help our real estate associates simplify their lives and make it easier to support their clients in the home-buying and selling process.

Our powerful technology tools include social media platforms, maximum web exposure, and an exclusive platform for determining home value and locating potential home buyers.

PLAN OF ACTION
TO GET YOUR HOME SOLD

Our OBJECTIVES ARE:

To get as many qualified buyers as possible to view your property until it is SOLD!

To communicate the results of our activities to you weekly.

To assist you in negotiating the best possible contract purchase price, terms and conditions acceptable to both you and the buyer for your property.

5 POINTS OF VALUE:

ENHANCE YOUR PROPERTY

We will conduct a walk-through of the property to determine the best possible areas to enhance the value through staging, repairs, or improvements to achieve top value. Staging consultation provided if needed.

PRICING STRATEGY

Designed to not overprice your property and scare buyers away and not underprice your property and leave money on the table.

MARKETING PLAN TO GIVE "MAXIMUM EXPOSURE"

After walk-though and staging are complete, we will have a professional photographer and/or videographer highlight the best areas of your home to generate more online activity, showings, potential buyers and more offers.

NEGOTIATE THE BEST CONTRACT

The highest price offer is not always the best offer. We want to negotiate the best possible offer that will achieve your goals and make it to closing.

MANAGE YOUR TRANSACTION

There are many moving parts in a real estate transaction. My job is to manage those moving parts and help you get to closing on time.

SHOW YOUR HOME
TO RECEIVE TOP MARKET VALUE

With a little extra effort on your part you can make your home more inviting and appealing, get it sold more quickly and at a better price. The following tips have proved invaluable to sellers and are worth your special attention.

SHOWING YOUR HOME...

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Make sure all the lights are on.
- Let the sun shine in. Open window treatments and blinds.
- Make the beds and remove items from the floors.
- Wipe down the counters, sinks, tubs and faucets.
- Keep the kitchen counters uncluttered and remove dishes from the sink.
- Clean up after your pets. Clean litter boxes frequently and vacuum their hair.
- Turn off loud, noisy and disturbing television shows.
- If possible, play soothing background music like jazz or an easy listening station. Keep the level low to avoid disturbing the buyers.
- Keep pets out of the way – preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your house is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the agents do their job.
- If you have to stay – remain in the background. The agent knows the buyer's requirements and can better emphasize the special features that may appeal to the buyer.

THE SELLING PROCESS
STEP-BY-STEP

Sellers & Agent

Review Similar Properties & Sellers' Motivation

Sign Listing Paperwork & Complete Property Condition Disclosure

Yes

No

Agent makes suggestions about staging
Agent takes pictures and writes advertising
Agent enters info into MLS
Places sign in yard
Places lockbox on door
Promotes property to other agents
Promotes property to Relocation Department
Promotes property to buyers

Continued Marketing Efforts

Buyer Begins Their Home Search

Meanwhile Appointment Center Schedules Showings

Buyer Finds Property

Buyer Submit Offer Purchase Agreement

Seller Receives Offer

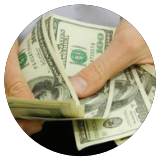
Seller's Agent Negotiates Offer & Qualifies Buyer

Offer Accepted?

No

Yes

Buyer Deliver Earnest Money



Buyer's Lender Finish Loan Approval including Appraisal

Engage Title Company

- Make sure no liens or encroachments
- Order Title Insurance, Survey, and Deed.
- Order Mortgage Payoff

Inspect House and Respond to Findings

Make Agreed-To Repairs

Review Closing Disclosure

Arrange Utilities Transfer

Buyer's Lender Wires Funds

Close

Move Out & Buyer Moves In

"A high priority is placed on marketing the home to potential buyers, pricing the home competitively, and selling the home within a specific timeframe."

CRYE-LEIKE®
REAL ESTATE SERVICES

Why CRYE-LEIKE®

TOP BENEFITS WE PROVIDE TO EVERY CLIENT WE WORK WITH

UNSURPASSED CUSTOMER SERVICE

With every real estate transaction, **CRYE-LEIKE**® associates strive to operate with honesty, integrity, and unsurpassed customer service.

We've dedicated ourselves to being accessible to our customers by having more than 130+ conveniently located offices across seven states with 2800+ licensed professional REALTORS® working for YOU. Live customer support is also available on-site seven days a week.

TRUSTED MARKET LEADER

As the 4th largest privately owned company in the United States, **CRYE-LEIKE**® delivers our customers the total homeownership experience; providing many services beyond the real estate transaction.

An ever-growing number of customers benefit from **CRYE-LEIKE**®'s reputable brand as a trusted market leader.

ONE STOP SHOPPING

CRYE-LEIKE® is the only real estate company in the area that provides mortgage, closing, insurance, home services, property management and national relocation services under one roof.

One-stop real estate shopping gives our customers a home buying and selling experience that is convenient, efficient and reliable.

RELOCATION SERVICES

We are a member of the world's largest relocation network - Leading Real Estate Companies of the World®.

Whenever individuals, families or companies are on the move, **CRYE-LEIKE**® Relocation ensures a smooth transition no matter the location - local or international.

HIGHLY TRAINED AND TRUSTED ADVISORS

CRYE-LEIKE® is committed to a long standing tradition of providing agents with the support necessary to be the best-trained and best-equipped in the industry.

By providing the most comprehensive real estate training in the business, **CRYE-LEIKE**® associates are knowledgeable of evolving market trends and develop skilled negotiation techniques that provide the best outcome for our customers.

ALL UNDER ONE ROOF

CONVENIENT • EFFICIENT • RELIABLE

OVER 82% OF CONSUMERS
PREFER TO WORK WITH A FIRM THAT OFFERS

ONE STOP SHOPPING

CRYE-LEIKE® *is a full-service real estate company that streamlines the buying and selling process by offering mortgage lending, title closing, relocation services, commercial, insurance, home services and property management,* ***all under one roof****.*

TITLE & CLOSING SERVICES

Conducts closings for the sale, financing, and refinancing of residential and commercial properties. Provides title, closing and escrow services to REALTORS®, mortgage lenders, builders, buyers, and sellers in Tennessee, Arkansas, Alabama, Mississippi, and Georgia. Committed to on-time closing and exceptional customer service.

MORTGAGE

Full range of mortgage financing at competitive rates. Experienced mortgage professionals with financial integrity, provide distinctive financial service and effective advice to clients. Responsible and flexible mortgage loan options.

RELOCATION

Member of Leading Real Estate Companies of the World®, the home of the world's market leading independent residential brokerages in over 70 countries, with 550 firms and 135,000 sales associates responsible for $272 billion in sales volume in 2024. Membership is by invitation only and is comprised of the best locally and regionally branded firms. Our sales associates benefit from the thousands of referrals that the Relocation Divisions receive each year from multiple sources; specialized training, and the ability to place referrals anywhere in the world. We're Local - We're Global.

INSURANCE

Experienced, professional staff committed to superior service. Highest quality insurance at the best rates for home, auto, health, life, and renters. Get multiple quotes from "A" rated insurance carriers. Multiple nationally recognized providers you know and trust, such as Travelers, Safeco, The Hartford, Progressive, Nationwide, and MetLife. Ranked 13th Largest Agency in the 2014-2015 Memphis Business Journal Book of List.

PROPERTY MANAGEMENT

Offers a full suite of residential, commercial, and association management services. Industry leading customer service and resources to assist property owners. Assists owners by securing qualified tenants, marketing their properties, collecting rents, handling maintenance and offering rent ready properties in a variety of areas.

COMMERCIAL

Works with buyers, sellers, investors, developers and landlords. Services include everything from locating office space, listing and marketing commercial property for sale, to helping sell or buy an existing business. Provides a history of comprehensive brokerage, leasing, site selection and investment real estate services to its clients.

HOME SERVICES

A free concierge service that provides convenience and savings for transactions before, during and after the move. Helps the customer arrange general contractors for remodeling and home repairs, home inspections, cleaning services, purchasing appliances and utility connections.

HOME WARRANTY

Provides home warranty services to more than 4,000 homeowners each year to cover unexpected expenses such as appliance and home system repairs. One low service fee covers many home system and appliance repairs.

CRYE-LEIKE.COM
AWARD WINNING SITE

WQC
WEBSITE QUALITY CERTIFICATION

LEADING REAL ESTATE COMPANIES OF THE WORLD®

CRYE-LEIKE.COM was awarded the Website Quality Certification from the Leading Real Estate Companies of the World and also awarded the winner for **MOST EFFECTIVE SEARCH ENGINE OPTIMIZATION (SEO)** strategy. SEO ensures our website ranks high on various search engines ensuring your listing is put in front of more buying eyes.

ALL THE LISTINGS, ALL THE PHOTOS

Unlike other national websites, such as Zillow and Trulia, **CRYE-LEIKE.com** offers ALL local area home listings with ALL photos from the MLS. On average a visitor to our site spends 12.5 minutes viewing over 25 pages (the national average is 4 pages).

EASY TO FIND, EASY TO NAVIGATE

Today 92% of consumers search the internet for information on homes for sale. Our award winning website is nationally recognized and heavily traveled (over 30 million hits per month).

ALWAYS ACCURATE

CRYE-LEIKE.com updates listing information from the Multiple Listing Service (MLS) every 12 minutes. Studies show that many sites take 7-9 days before posting or removing listings.

QUICK RESPONSE FROM YOUR LOCAL EXPERT

CRYE-LEIKE® has live customer service 7 days a week and our agents are expected to respond within 30 minutes of an internet inquiry.

MAXIMUM
WEB EXPOSURE

We also distribute your listing information, along with photographs, to a wide array of consumer and realtor web sites.

CRYE-LEIKE.com

Leading REAL ESTATE COMPANIES OF THE WORLD®

LUXURY PORTFOLIO INTERNATIONAL®
HTTPS://WWW.LUXURYPORTFOLIO.COM
*Listing over $799,900

MLS MULTIPLE LISTING SERVICE®

Zillow®

trulia® real estate search

IDX Realtors & MLS Member Websites

HOMES.COM®

realtor.com®

2000+ CRYE-LEIKE
Agent Websites

Leading REAL ESTATE COMPANIES OF THE WORLD®

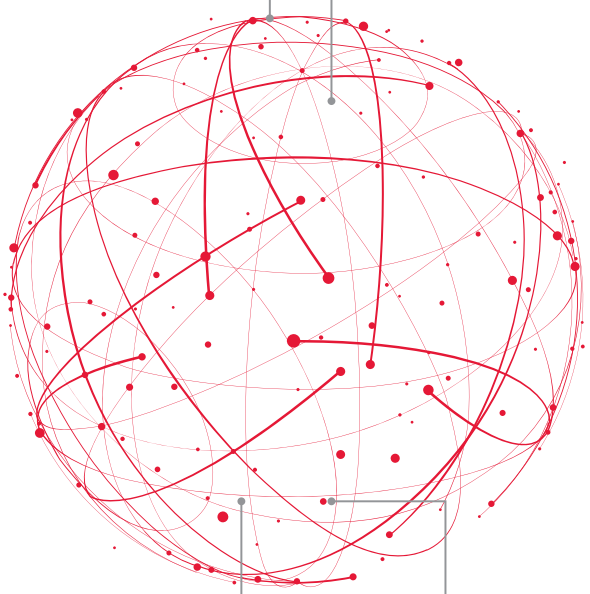
WE MARKET YOUR PROPERTY **TO THE WORLD.**

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World,® CRYE-LEIKE® has the resources to market your property to the highest possible number of potential buyers. With 135,000 associates around the world, we expose your property to buyers on six continents. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World® is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website and connected to the websites of 550 of our affiliate real estate firms.

550 companies

4,800 offices



70+ countries

135,000 sales associates

I'M LOCAL I'M GLOBAL®

550 companies | **4,800** offices | **135,000** sales associates | **70+** countries

Leading® REAL ESTATE COMPANIES OF THE WORLD

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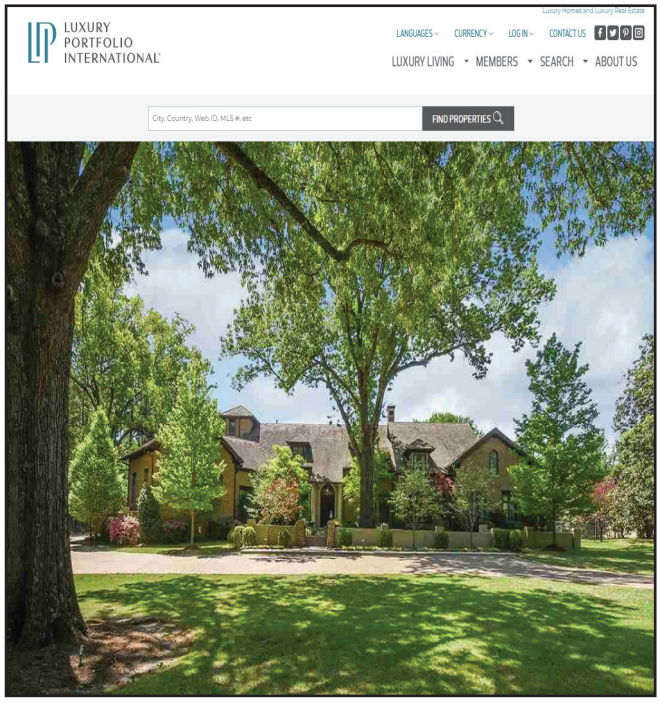
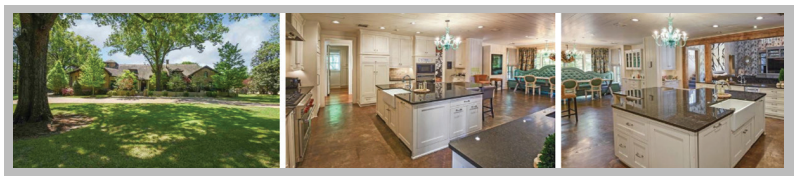
PREMIER MARKETING
FOR LUXURY HOMES

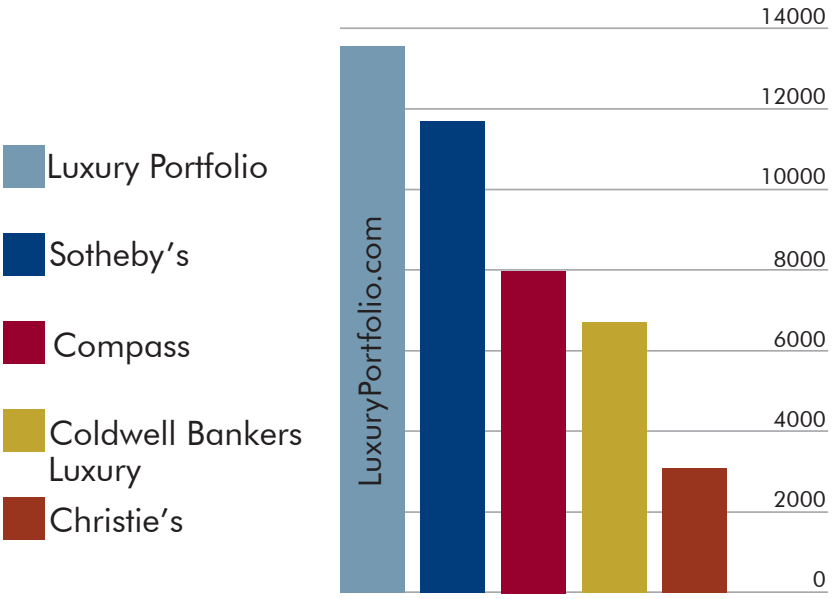


LUXURYPORTFOLIO.COM
AWARD WINNING SITE

CRYE-LEIKE®'s affiliation with the Leading Real Estate Companies of the World allows us to market our listings offered over $799,900 on a national and international platform at LuxuryPortfolio.com. As a bonus, your home will also be showcased on the Wall Street Journal website.



MORE $1 MILLION-PLUS LISTINGS



- Award-winning website displaying more $1 million plus properties than others
- 50,000+ homes marketed each year
- Aggressive branding drives over 3 million high net-worth consumers to luxuryportfolio.com each year
- A membership of over 200 firms
- Property inventory totaling over $50 Billion
- Listings also display on www.wsj.com (Wall Street Journal)
- Advertising reach (print + online) totals 55 million luxury consumers annually

WE BELIEVE
IN GIVING BACK

Youth VILLAGES®
The force for families

United Way

WINGS Cancer Foundation

UCP United Cerebral Palsy™
Life without limits for people with disabilities™

MIFA
Metropolitan Inter-Faith Association

American Red Cross

Habitat for Humanity®

LEADING the Way
IN CHARITABLE GIVING

At **CRYE-LEIKE**®, we have a genuine responsibility and obligation to give something back to the communities that give so much to us.

Giving back to the community is a natural part of what we do every day. Every year, **CRYE-LEIKE**® offices devote considerable financial resources to support the many vital community agencies and charitable causes in their area.

Total monies and goods collected by **CRYE-LEIKE**® now **exceeds $4 million** to date, not counting the innumerable hours of volunteer service donated by our sales associates and staff.

As you take a closer look at **CRYE-LEIKE**®, we hope you'll understand why we feel good about being a ***"good corporate neighbor."***

Our Footprint:

- Est. 1977
- 7 States + Puerto Rico
- 2800+ Sales Associates
- 600+ Employees
- 110 Branch Offices
- 28 Franchises
- 800,000+ Homes Sold

REGIONAL HEADQUARTERS

GREATER MEMPHIS
6525 Quail Hollow Road
Memphis, TN 38120
901.756.8900

CENTRAL MISSISSIPPI
772 Lake Harbour Dr, Suite 5
Ridgeland, MS 39157
601.939.5160

GREATER ATLANTA
5940 Bethelview Road
Cumming, GA 30040
678.845.1200

SOUTHEAST TENNESSEE
1510 Gunbarrel Road
Chattanooga, TN 37421
423.892.1515

EAST TENNESSEE
9539 Kingston Pike
Knoxville, TN 37922
865.693.7341

MIDDLE TENNESSEE
111 Westwood Place, Suite 100
Brentwood, TN 37027
615.373.2044

NORTH ALABAMA
809 Shoney Drive, Suite 100
Huntsville, AL 35801
256.650.0022

CENTRAL ARKANSAS
11600 Kanis Road
Little Rock, AR 72211
501.954.9100

NORTHWEST ARKANSAS
3003 West Walnut
Rogers, AR 72756
479.636.6633

clhomes.com

LUXURY PORTFOLIO INTERNATIONAL®

Leading REAL ESTATE COMPANIES OF THE WORLD®

CRYE-LEIKE®
REAL ESTATE SERVICES