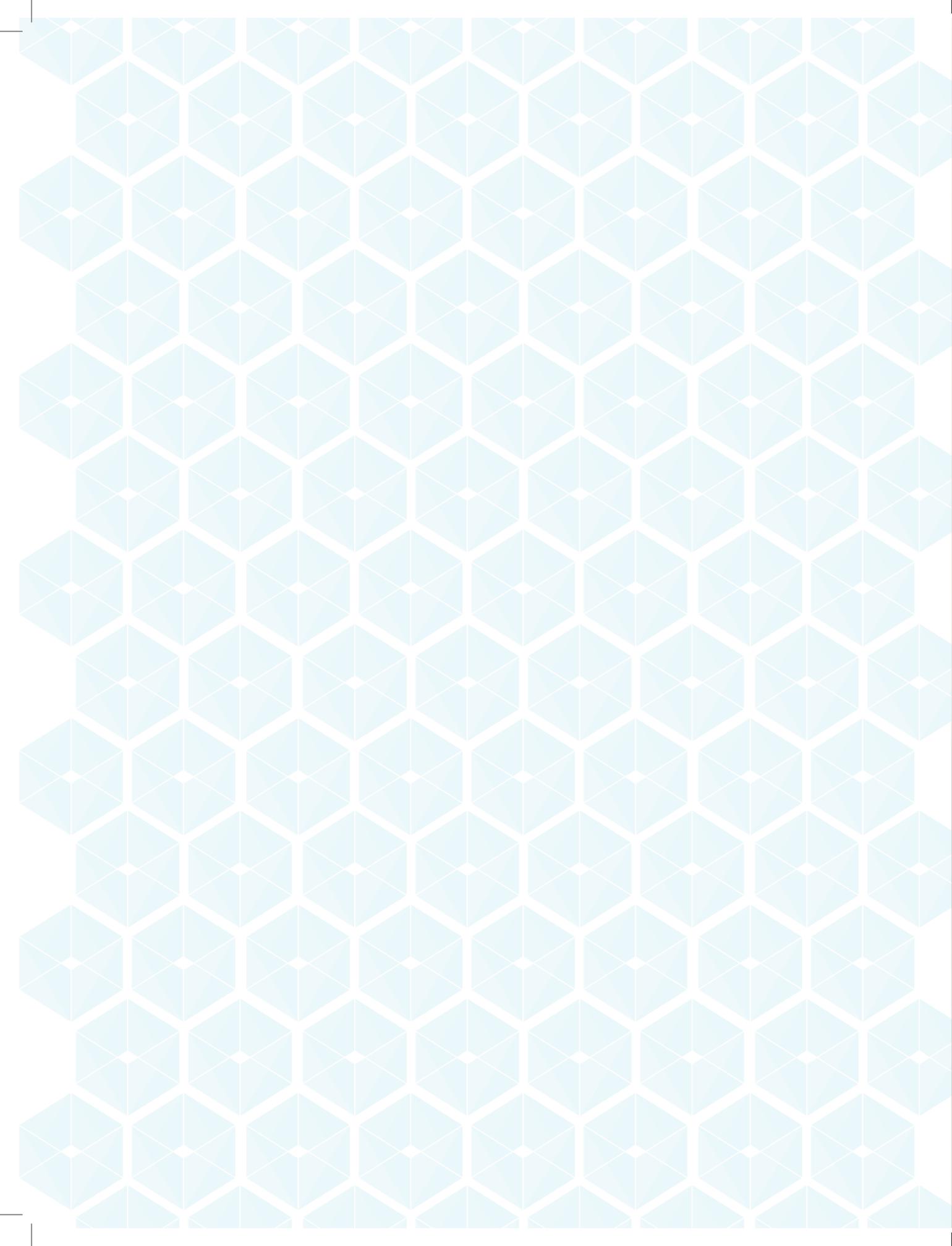


glasshouse  
REALTY GROUP

Let's Sell  
Your Home



[glasshouserealty.com](https://www.glasshouserealty.com)

# EVAN KLOTH, MO ZAHEDI AND KUNAL PATEL BROKERS/OWNERS

Read on for:

1 How we sell your home

2 What to expect in the process

3 Why we invest in our community



## WELCOME TO THE FAMILY.

At Glasshouse Realty Group, real estate is about much more than a one-and-done transaction. We're genuine people who are experts in the business of real estate — and in making our agents and our clients feel at home.

We know exactly how to position your home to sell in any market climate. As the saying goes, everyone knows a realtor — but you deserve the right realtor who is determined to succeed and deliver the best possible outcome.

Your Glasshouse agent will lead you through every step of the selling process, from listing and marketing to contingencies and closing.

**NOW ... LET'S SELL YOUR HOME!**



# HOW WE SELL YOUR HOME





# IT NO LONGER PAYS TO PLAY GAMES IN REAL ESTATE

With the stroke of a key, buyers have a wealth of information at their disposal — from Zillow Zestimates and nearby home sales to numerous school and neighborhood screening platforms like Niche and Nextdoor.

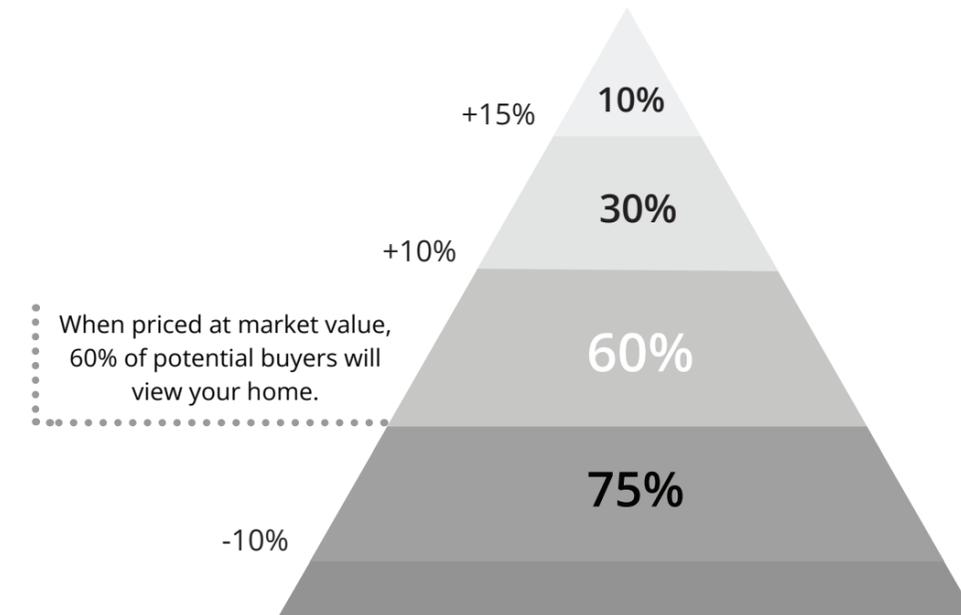
**This is why Glasshouse agents offer informed, transparent guidance to ensure your listing is:**

- ✓ Priced competitively
- ✓ Timed appropriately
- ✓ Marketed strategically



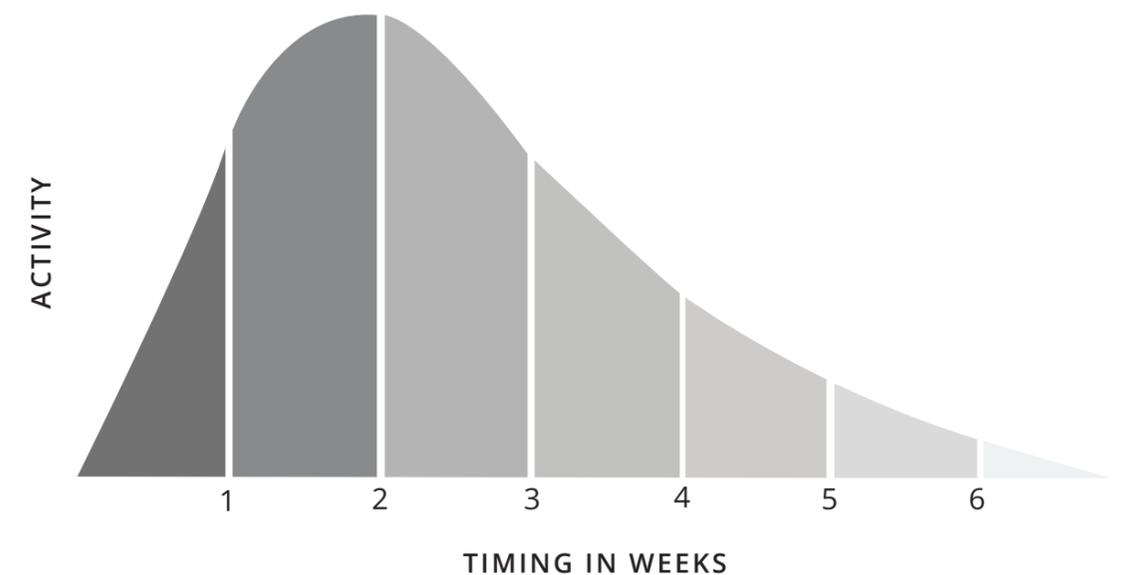
## THE IMPACT OF PRICE

The percentage of potential buyers who will view your property:



## THE IMPACT OF TIME

The importance of pricing your home at market value from the start:





# FULL-SERVICE MARKETING

We list your home across the most popular platforms that buyers search:

## REDFIN

8+ million = Average monthly visitors\*

## realtor.com®

30+ million = Average monthly visitors\*



## trulia

9+ million = Average monthly visitors\*

## Zillow®

57+ million = Average monthly visitors\*

\*Data source: "Leading real estate websites in the U.S. 2023, by monthly visits," By Statista Research Department. Published Apr. 12, 2024.

### ASK US ABOUT THE EXCLUSIVE SHOWCASE LISTING ADVERTISED ON ZILLOW

- An AI-powered listing display that helps your home stand out from the competition and rank higher in buyer search results
- Returns 68% more views and shares on Zillow
- Issues email alerts to buyers looking for properties similar to your home's criteria



We also hire seasoned real estate photographers to capture:

Professional Photos

Aerial Shots

Video Tour

3D Virtual Walk-Through

### The numbers speak for themselves – homes with professional photography and videography are at a distinct advantage:

Listings with professional photography sell for **\$934 to \$116,076** more than comparable homes without it.

- Wall Street Journal

Homes with aerial photos return **68%** more views and shares.

- National Association of Realtors

On average, homes with virtual tours spend **31%** less time on the market on average.

- Redfin

# WHAT TO EXPECT IN THE PROCESS





# KEY MILESTONES



## HOW TO PREPARE

### CHECKLIST: STAGING YOUR HOME FOR PHOTOS AND SHOWINGS

- Declutter.** Toss, recycle and streamline contents across cabinets, closets and countertops.
- Deep clean.** This is the time for your home to shine — particularly in bathrooms and kitchens.
- Avoid overscenting.** One or two candles in a calming scent, like lavender or vanilla, is all you need.
- Let in the light.** Turn on lamps and overhead lights — and open all blinds and curtains.
- Don't forget about the outside!** This is a buyer's first impression during in-person tours — so it pays to pressure wash or paint if needed and make the outdoor space as inviting as possible.

## HOW WE'LL COMMUNICATE



- An online portal to manage the transaction from start to finish
- Edit, share and e-sign documents
- Empowers your agent to review and share paperwork as quickly as possible

1

### PRIOR TO LISTING:

- Meet with Glasshouse realtor
- Market analysis completed to determine asking price
- Home is staged and professionally photographed

2

### WHILE LISTING IS ACTIVE:

- Seller/s approve showing requests via automated texts
- Realtor provides counsel on offer/s and negotiates any counter-offer/s

3

### CONTINGENCY PERIOD (ONCE OFFER IS ACCEPTED):

- Contract is signed by buyer/s and seller/s
- Buyer agent coordinates home inspections and negotiates for needed repairs
- Title and appraisal are ordered

4

### FINAL APPROVAL:

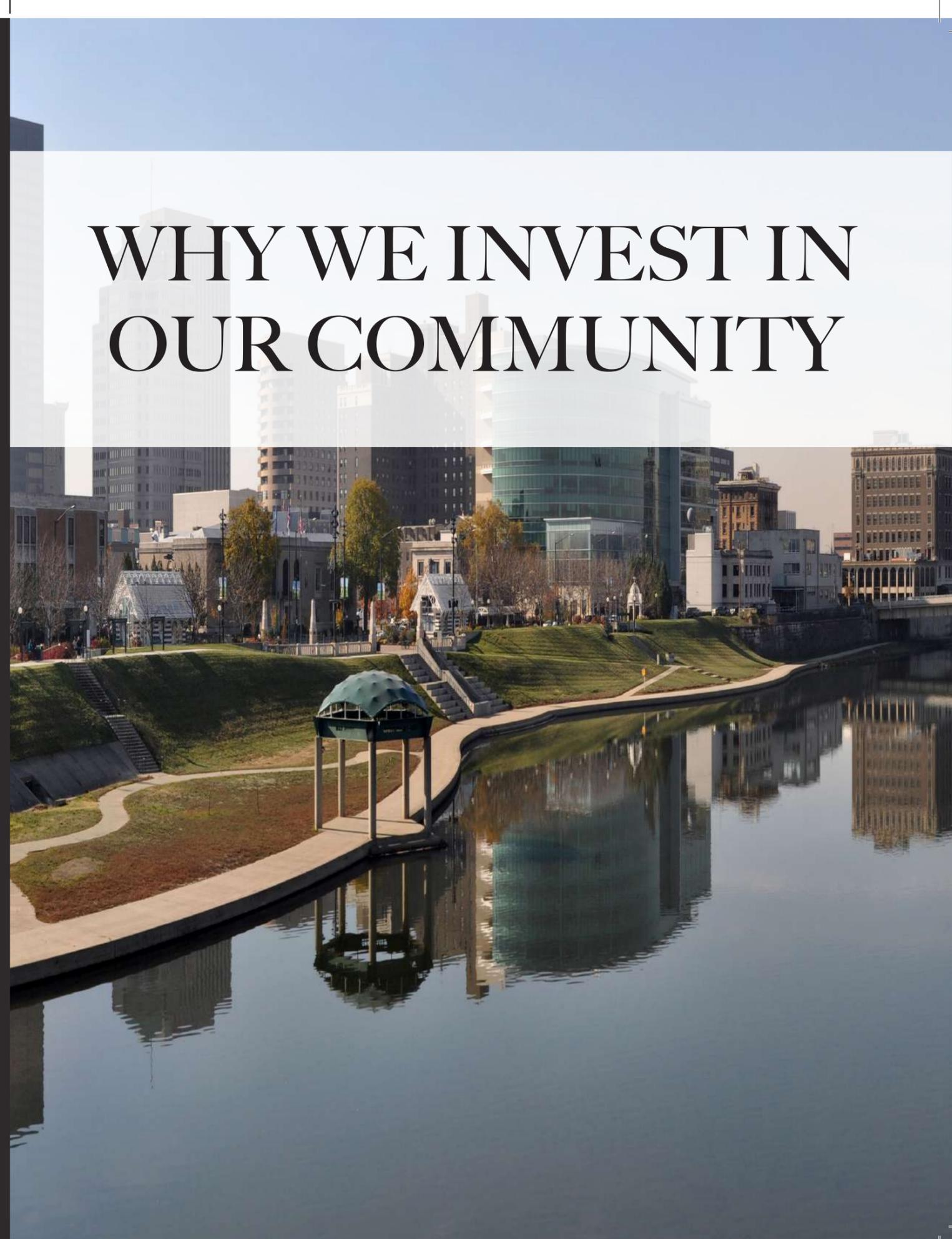
- Buyer/s receives financing clear-to-close and title
- Buyer/s conduct final walk-through 24-48 hours prior to closing

5

### CLOSING DAY:

- All buying and selling parties meet to sign final paperwork
- Typically completed 30-45 days after offer is accepted

# WHY WE INVEST IN OUR COMMUNITY





# COMMUNITY: IT'S NOT JUST A BUZZWORD AT GLASSHOUSE

When we're selling homes, we're also selling what it's like to live, work and play throughout the region. This is one of many reasons why we are committed not only to finding homes that our clients feel pride in, but also to strengthening a community where all our residents feel welcome and at home.

Our brokers and agents serve and sponsor diverse nonprofits that support the well being of all those who live across our area. **We invite our clients to join us in service to these and other organizations!**



## A SAMPLE OF OUR SERVICE

**Artemis Center** to serve and empower victims of domestic violence

**Dayton Fraternal Order of Police** to preserve history and educate our community

**Rachel and Friends** to build community for those with developmental challenges

**Rebuilding Together, Dayton** to provide home rehabilitation for low-income homeowners

**SICSA** to promote the welfare and adoption of companion animals

**Springfield Food Kitchen** to prepare hot meals for the homeless and other individuals in need

**United Way of Greater Dayton** to boost education, economic mobility and health resources



United Way of the Greater Dayton Area





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