



BWG REALTY GROUP

BWGREALTYGROUP.COM



• **SELLERS**

THE ULTIMATE ROADMAP TO SELLING YOUR HOME

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• BWG REALTY GROUP

Our goal is simple - to educate and inform so that others are EMPOWERED to make the best decisions for themselves. As a Real Estate team that has sold HUNDREDS of homes, we believe that the best Agent/Client relationships are built on trust and clear expectations.

BWG Realty Group knows that the key to our success is fundamentally rooted in our genuine care for each and every client.

We will be fierce and unrelenting in our pursuit of what is important to you!

We will communicate every step of the way so there are no surprises.

We will utilize our expertise to provide the info you need to know so that you can make the best choice for YOU.



. MEET OUR TEAM!



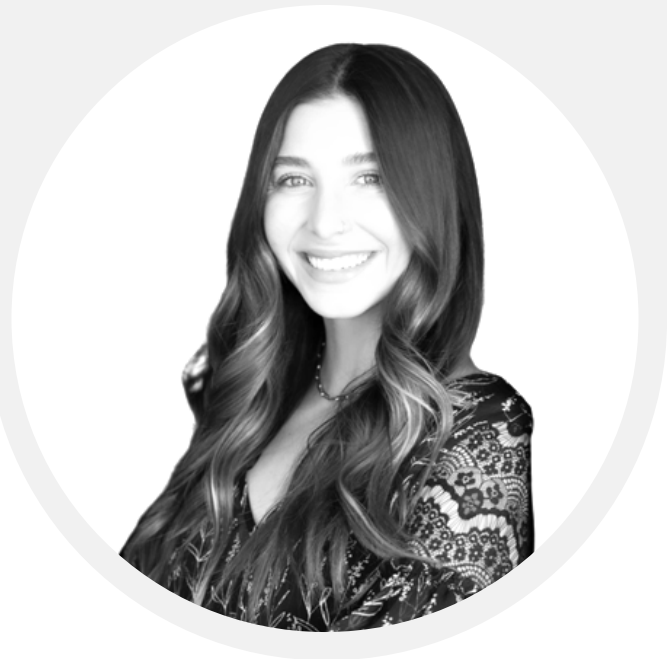
Brad Gilboe
REALTOR
CaIDRE#01957502

Exceptional client care is the core of what Brad does, and he accomplishes this by serving clients with a teacher's heart. Brad is committed to informing and educating clients of all of their options, so they are empowered to make the best decisions for themselves and their families.

Stevie Mersola
REALTOR
CaIDRE#02178932

Stevie is a skilled agent serving Orange County and LA with extensive market knowledge. Her sales, marketing, and customer service expertise guides clients effortlessly through transactions, while her strong work ethic and commitment to excellence drive success.

Focused on teamwork, accountability, and building relationships, Stevie caters to first-time homebuyers, seasoned investors, and sellers alike, ensuring a seamless real estate experience in Southern California.



. MEET OUR TEAM!



Clayton Snyder

REALTOR

CaIDRE#02060035

Clayton is passionate about educating clients, so even first-time homebuyers are empowered and confident when making decisions. He is your real estate advisor - helping you make the best decisions based on your needs. You can relax knowing you're working with someone you trust.

Candice Long-Lerno
DIRECTOR OF OPERATIONS
and CLIENT CARE

Specializing in Operations for over 10 years, Candice establishes systems that make sure both clients and agents can experience a smooth real estate transaction. Her goal is to make sure that every client feels heard and taken care of each step of the way. As your advocate, Candice is available for any questions and can be considered your partner and personal real estate concierge.



• THE APPROACH

How we go about selling your home from beginning to end.

ASSESS

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

PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs, and storing personal items to make your home as neutral as possible.

SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes open houses, social media marketing, virtual walkthroughs, and print marketing that reach audiences far and wide.



Brad advised us on some of the remodeling and repair work that we were considering, recommended reliable contractors, and he and his team helped coordinate much of the work.

-Aaron S.



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THE ROADMAP



PRE-LISTING

- Hire the BWG REALTY GROUP
- Prepare Your Home For Sale
- Professional Photo & Video
- Approve Final Marketing
- Complete Seller Disclosures
- Go LIVE on the Market

- Hold Open Houses & Coordinate Showings
- Monitor & Analyze Local Real Estate Market
- Review Showing Feedback & Market Data
- Review Offers & Negotiate Counter-Offer



ON THE MARKET



ESCROW

- Offer is Accepted
- Earnest Money Deposit (EMD)
- Complete Seller Escrow Packet
- Home Inspection by Buyer
- Appraisal
- Renegotiation (if Necessary)
- All Contingencies Removed
- Prepare for Closing
- Final Walkthrough
- Loan Funding & Escrow Closing

THE STAGING



BEFORE



AFTER

less is more in a neutral, open space



BEFORE

AFTER

the goal is "clean, light, and bright"



BEFORE



AFTER

you should have no unfinished projects

• THE MARKETING

Maximum Exposure Equals Maximum Price

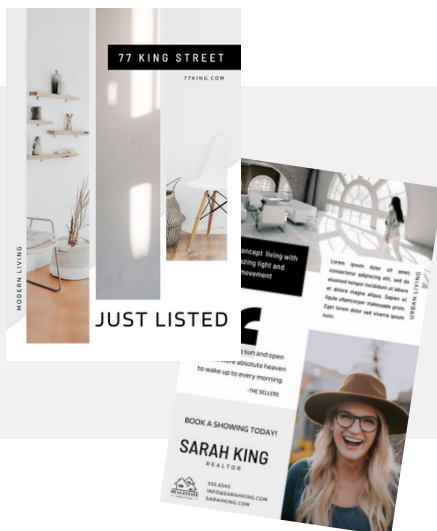


PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to widest audience possible. We only use the best professional photographers.

STAGING DONE WELL

We assess your staging needs during our first meeting and get the job done regardless of whether you need a little spruce or a large overhaul.



SINGLE PROPERTY WEBSITE

Your property will have it's own webpage with URL, photos, video, and description.
Text it. Tweet it. Share it.

We have a unique marketing system that takes all of your home's needs into consideration.

SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is growing everyday which means your home gets in front of more eyes.

JUST LISTED

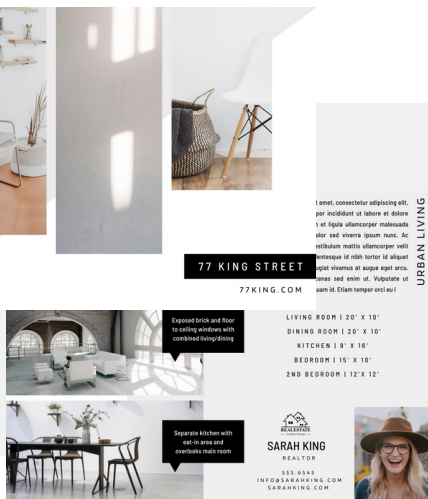
77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM

VIDEO TOURS

Buyers will see a professionally filmed and edited video tour including aerial drone footage and 2D floor plans.



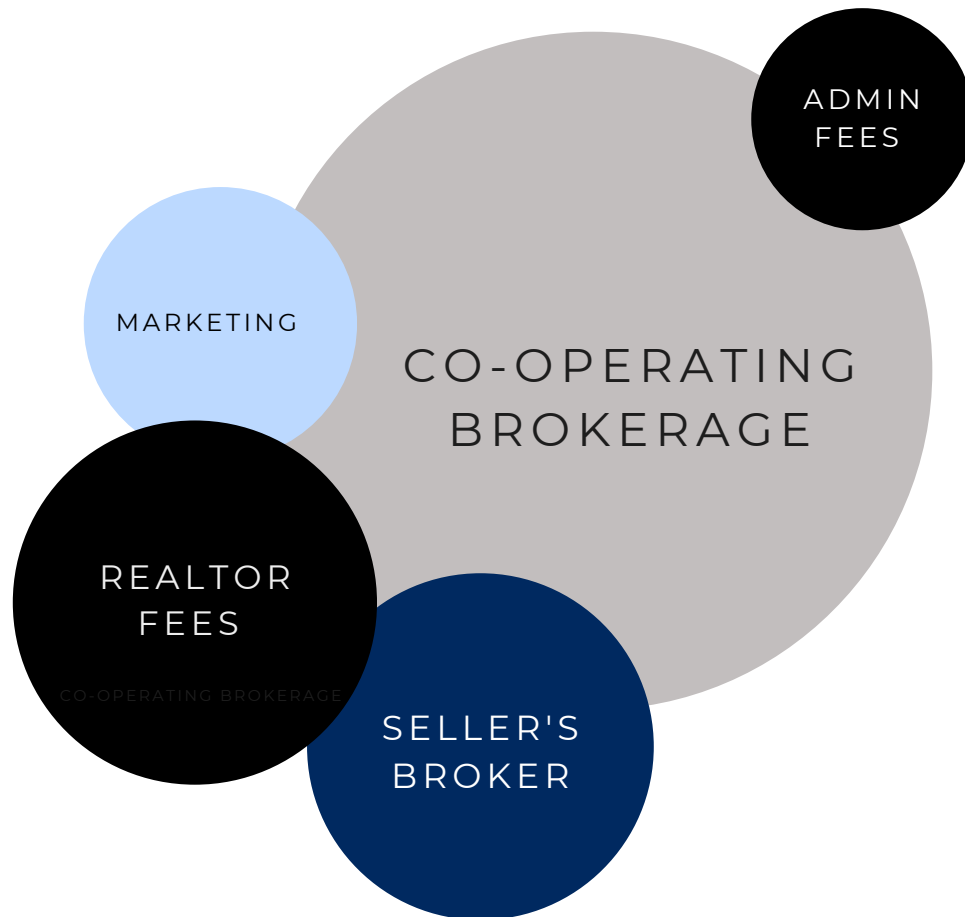
OPEN HOUSES/PRIVATE SHOWINGS

We can show your home virtually or in real time. Your comfort level is our priority.



Let's talk money.
Where it goes, how
it's divided and who
get's what.

THE COMMISSION •



We believe in full transparency when it comes to commission; after all you should know where your money is going and why. There's a big misconception that realtors take home the percentage listed on the listing agreement. When we sell your home, approximately half of the commission is delivered to the buyer's brokerage. From the half that is delivered to the selling agent (that's us!) a portion goes to the brokerage, and the rest is divided between marketing, advertising, agent fees, admin fees, and finally to the agents who helped you sell your home (that's us again)!

• THE WORDS

What our clients had
to say about our
selling process



We had a great experience with Brad and his team! They were there to answer any questions or concerns and give us guidance every step along the way.

-Jeff B.



WOW!... is all I can say. If you want VIP like service, then please refer to Brad Gilboe for all your real estate needs.

-Josh D.



Brad has a team of people that can handle any issue or problem that arises. I could not have done this without the confidence I have in Brad. The. Best.

-Paul H.



He got our home sold in record time, well above asking with multiple offers, and much higher than we originally thought we could get for it.

-Nirit M.



Brad and his team were so knowledgeable and able to explain the business in a way that made it all seem less scary. He helped us every step of the way to achieve our goal of selling our house and buying a new home, all in just 3 short months!

-Karen K.



BWG Realty Group made selling my home during a pandemic easy. Brad is great at his job and trusting his expertise led me to sell my home over asking.

-Anna K.



Simply put, BWG Realty Group is the best!

Brad was our agent for both selling our house and buying a new one simultaneously and everything worked out perfect. He sold our previous house for a great price and we bought our dream home.

There were a lot of moving parts but Brad made it look easy. We feel very fortunate to have worked with Brad and highly recommend him.

-Ernie Q.



Through out the entire process from meeting at my home, to the close of sale, Brad was available with helpful insights as to how to make the property more appealing and even rolled up how sleeves to physically help me prep and stage the home for preview.

-Katie G.





THE FAQs •

All of your questions
answered!

How long does the process usually take?

There are many factors which affect home sales, but our homes generally sell in less than 3 weeks on average.

What is a buyer's vs seller's market?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

What can I expect with open houses?

We have strict systems in place where no one will be left alone in your home at any given time. Usually it's best if the sellers aren't present during an open house so buyers can feel more comfortable looking around.

READY TO GET STARTED?



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818.330.4227

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FOLLOW ALONG

