

BYRON **B** CAMPOS

BEFORE YOU  
**SELL** \_\_\_\_\_



**EXPERIENCE EXCELLENCE IN REAL ESTATE**

**THANK YOU FOR TAKING THE  
TIME TO REVIEW THIS PACKAGE.**

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# **SELLING YOUR HOME**

## **DOESN'T HAVE TO BE HARD**

I have sent you these materials in advance of our meeting so that you will know a little more about me, my team, our services, and how they will benefit you. At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype.

As you look through this package, use the forms at the back to note any questions that you have for me so that we will not forget to address them at our meeting.

I am preparing a complete presentation and market analysis for our meeting. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.

## **CONTACT US**

### **BYRON CAMPOS**

The Berlin Team at eXp Realty

203.665.8071

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[www.byroncampos.com](http://www.byroncampos.com)



# MEET BYRON

## ABOUT US

Introducing Byron Campos, a rapidly ascending real estate force in Connecticut, pioneering innovative digital methodologies and reshaping industry norms.

His relentless pursuit of excellence, unmatched professionalism, and adept negotiation skills define the white-glove service he provides to every client.

As one of the top agents in the region, Byron's commitment to personalized attention ensures a seamless journey, whether you're selling your property or seeking your dream home. Experience the difference with Byron Campos - where vision meets reality.



# ABOUT US



The Berlin Team at eXp Realty is a full-service, fully licensed, Real Estate & Marketing team focused on our clients and our customer service. Working with sellers and buyers on existing homes, We help stage homes, new and existing, and use a professional photographer for still photographs and a 3D multi-floor digital walkthrough to market our listings to stand out above the rest!

Our knowledge of the market and our research techniques have proven that we price to optimize sales by getting 5 to 10% more for your house. A house that looks amazing at the right price means a sale! This knowledge translates to awesome negotiation skills for our buyers and leads to the best price for their biggest investment!



# RESULTS DRIVEN

## 2023 HOME SALES

OUR TEAM

AVERAGE

## 2023 AVERAGE HOME PRICE

OUR TEAM

AVERAGE

## 2023 LIST TO SALE PRICE %

OUR TEAM

AVERAGE AGENT

## 2023 AVERAGE DAYS ON MARKET

OUR TEAM

AVERAGE AGENT

**ON AVERAGE, YOU'LL EARN 2.5% MORE WHEN YOU LIST WITH US.**

**THIS COULD BE**

**\$35,557**

**MORE IN YOUR POCKET!**



# OUR COMMITMENT

## 01 THE TRUTH

I promise to tell you the truth about your property.

## 02 RESPECT

I promise to respect your confidence.

## 03 ADVICE

I promise to give you good advice.

## 04 TRANSPARENCY

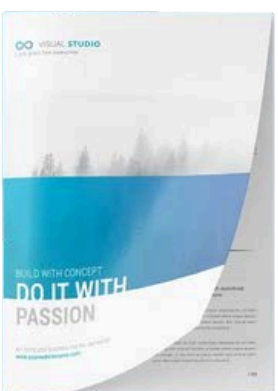
I promise that you will understand what you're signing.

## 05 FOLLOW UP

I promise to follow through and follow up.

# MARKETING EXAMPLES

## WHAT WE PRINT



# WHAT WE MAIL



# WHAT WE PUBLISH

Zillow GROUP Zillow | Trulia



Automatically create Facebook ads for your listing

Kelli,

Congratulations! You have a new listing at 741 N Porter ST

And the best part is, BHGRE: Better Homes and Gardens Real Estate has partnered with **Boost** by HomeSpotter and will pay to promote your new listing on Facebook, Instagram, and across the web for you!

But these ads won't go live automatically unless you click the link below to accept the promotion.

It's easy! With the click of a button, thousands of potential buyers will see your new listing and it doesn't cost you a thing thanks to BHGRE: Better Homes and Gardens Real Estate.

[Launch My Free Facebook Ad](#)

Paid for by BHGRE: Better Homes and Gardens Real Estate

Good news! An inquiry was just submitted to one or more Premier Agents for your listing at 714 SW Cambridge Ave, Topeka, KS 66606.

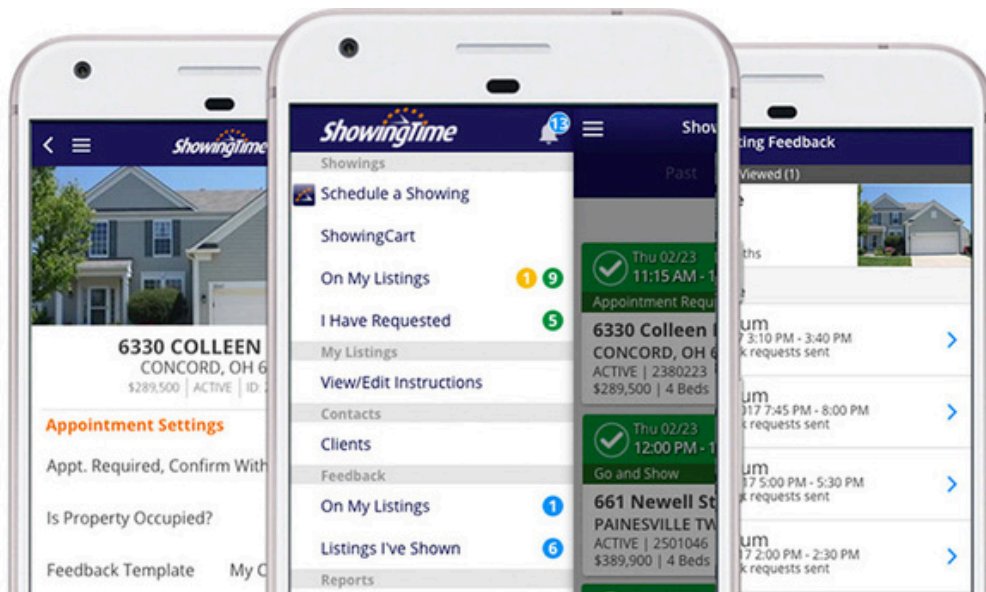
Stacy Bond at [stacy@3bondgirls.com](mailto:stacy@3bondgirls.com) Should you need to contact the client directly to assist with scheduling, [click here](#).

(Please comply with any brokerage, MLS and/or association rules and regulations regarding contacting another agent's client.)

Thank you for marketing your listings with Zillow Group.

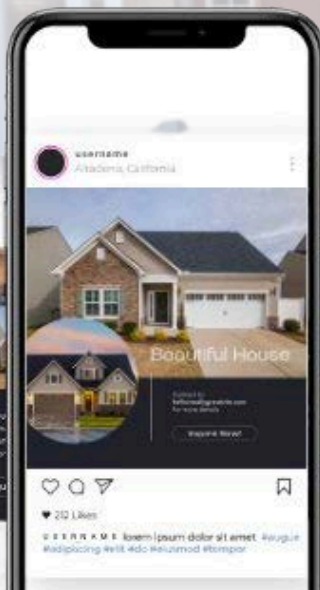
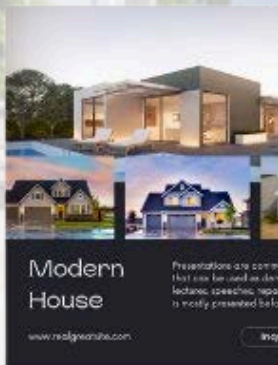
Want to get even more exposure across Zillow Group sites?

[Contact Us Today](#)





# WHAT WE POST





# 20

## STEP SYSTEM TO GET YOUR HOME SOLD FAST AND FOR TOP DOLLAR

We have developed a very specific and intentional 20 step process of getting your home sold fast and for top dollar. 20 steps might seem like a lot but it is our mission to work with you throughout the process so you never feel left in the dark or confused about what is going on.



# STEPS TO SOLD

## **ONE: MAKE REPAIRS**

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Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

## **TWO: FINISH PROJECTS**

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Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

## **THREE: CREATE CURB APPEAL**

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It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

# STEPS TO SOLD

## **FOUR: DECLUTTER**

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Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

## **FIVE: DECLUTTER SOME MORE!**

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Don't overlook items on display on your shelves, tables, and countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

## **SIX: THINK NEUTRALS**

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If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

## **SEVEN: CREATE A WELCOMING ENTRYWAY**

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If your apartment doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

# STEPS TO SOLD

## **EIGHT: REARRANGE YOUR FURNITURE**

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Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

## **NINE: REMOVE PERSONAL ITEMS**

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If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

## **TEN: UPGRADE LIGHTING**

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If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back in time with outdated fixtures. This is an easy fix that will help sell your home.

## **ELEVEN: FIX PET ISSUES**

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Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

# STEPS TO SOLD

## **TWELVE: WASH THE EXTERIOR**

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If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

## **THIRTEEN: GET A HOME INSPECTION**

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Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

## **FOURTEEN: FIX FENCING**

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A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

## **FIFTEEN: ROOF REPAIRS**

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Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

## **SIXTEEN: FIX CRACKS**

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Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

# STEPS TO SOLD

## **SEVENTEEN: TOUCH UP ANY SCUFF MARKS**

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Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

## **EIGHTEEN: CONDUCT A SMELL TEST**

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Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

## **NINETEEN: BUY FRESH FLOWER**

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If the weather allows, plant flowers in pots, window boxes, or right in the ground to add color and pump up the curb appeal. Inside the house, fresh flowers in vases add color, life, and the feeling that you, as the home seller, are putting your best foot forward.

## **TWENTY: PREPARE THE PAPERWORK**

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Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some of the paperwork that a seller will need includes deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.

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A bright, modern dining room with a round table, blue chairs, and a chandelier. The room features light-colored wood flooring, white cabinetry, and a large window. The text "WHY YOU SHOULD HIRE US" is overlaid in the center.

# WHY YOU SHOULD HIRE US

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#### COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

#### INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

#### MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

#### TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.





# OUR PROMISE TO YOU

## ONE

I promise to tell you the truth about your property.

## TWO

I promise to respect your confidence.

## THREE

I promise to give you good advice.

## FOUR

I promise that you will understand what you're signing.

## FIVE

I promise to follow through and follow up.



**THANK YOU!**

**BYRON CAMPOS**

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# PLAN OF ACTION

**Seller:**

**Property:**

**Sale Price:**

**PLAN OF ACTION**

**DATE/LOCATION**

**1) Professional Photography/Video Session**

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**2) Showing Instructions**

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**3) Key For Lockbox**

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**4) Sign Placements**

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**5) Tentative Go Live Date**

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**6) Brokers Open & Open House**

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**Byron Campos**

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✉️ [hello@byroncampos.com](mailto:hello@byroncampos.com)

# Seller's Net Sheet

Seller:

Property:

Sale Price:

Est. Gross Proceeds:

## MORTGAGES/LIENS

## SELLER'S COST

First Mortgage Balance

\$ \_\_\_\_\_

Second Mortgage Balance

\$ \_\_\_\_\_

Home Equity Line

\$ \_\_\_\_\_

Pre-Payment Penalties

\$ \_\_\_\_\_

HOA Assessments

\$ \_\_\_\_\_

Misc./Other

\$ \_\_\_\_\_

## CLOSING COSTS

## SELLER'S COST

Brokerage Fee - Seller's Agent

\$ \_\_\_\_\_

Brokerage Fee - Buyer's Agent

\$ \_\_\_\_\_

Owner's Title Insurance

\$ \_\_\_\_\_

Escrow Closing Fee

\$ \_\_\_\_\_

Pro-Rated Real Estate Taxes

\$ \_\_\_\_\_

Recording Fees

\$ \_\_\_\_\_

Repairs from Inspection

\$ \_\_\_\_\_

Other

\$ \_\_\_\_\_

## INSPECTIONS

## SELLER'S COST

Appraisal

\$ \_\_\_\_\_

Home Inspection

\$ \_\_\_\_\_

Pest Inspection

\$ \_\_\_\_\_

Other

\$ \_\_\_\_\_

## TOTALS

## SELLER'S COST

Total Expenses

\$ \_\_\_\_\_

Balance After Expenses

\$ \_\_\_\_\_

Estimated Net Proceeds to Seller

\$ \_\_\_\_\_



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