

# No One Beats GR Home Team MARKETING



Our standard marketing package at 6% total commission beats anyone else in the West Michigan marketplace. Others try to compare but often charge 7% or thousands more in extras. We aim to do our part in putting more \$\$\$\$ in your pocket at close of sale!

## Average Agent



### Professional Photos

Wide angle photos to capture your home's best features. Good lighting and colors.



### Virtual Staging & Floorplans

Utilize additional resources to help buyers envision themselves in your home.



### Appraisal Package

Proactively provide data to ensure we don't lose negotiated purchase price due to a low appraisal.



### Photo Day Prep

Agents on site to prep home before photos and guide photographer in features to highlight.



### Accurate Pricing

Strategic and accurate pricing that will bring the best buyers and highest net proceeds.



### Marketing & Home Info Binder

Print and Online brochures with relevant information that generates stronger offers and fewer inspection negotiations.



### Expert Negotiation

Actively engage in negotiations to promote and protect your best interest.



### Welcome Package

Entry table with shoe covers, sanitizer, and brochures.



### Light Staging

Free comforters, white pillows, towels, sheer curtains and light rearrangement of accessories/furniture as needed.



### Strategic Presence on MLS, Zillow, & 700+ websites

Key words, strategic photo placement and text to maximize search results and in person showings.



### ShowingTime Appointment App

Make it easy for buyers to tour your home and for you to keep track of showings and feedback.



### Constructive Feedback from Showings

Identify trends in marketing, condition, or price and nurture buyer interest toward an offer.



# GR Home Team Provides Best-In-Class Marketing at No Extra Charge to You!

## Impactful Marketing & Negotiation = Higher Proceeds For You!



**Home Info Binder  
& Welcome Kit**

3160 92nd St  
Finished Sq Ft: 1812  
Total Sq Ft: 2741

1ST FLOOR  
Finished Sq Ft: 1513  
Total Sq Ft: 1586



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**Floor Plans**



**Signs Connect Buyers  
Directly to Us**



**Free Light Staging**



**Proven Track Record  
with Connections  
to Get More for You!**



**Strategic Online  
& Social Media  
Presence**

**GR Home Team**

**vs. Our Competition...  
a #1 Listing Team in West Michigan**

