

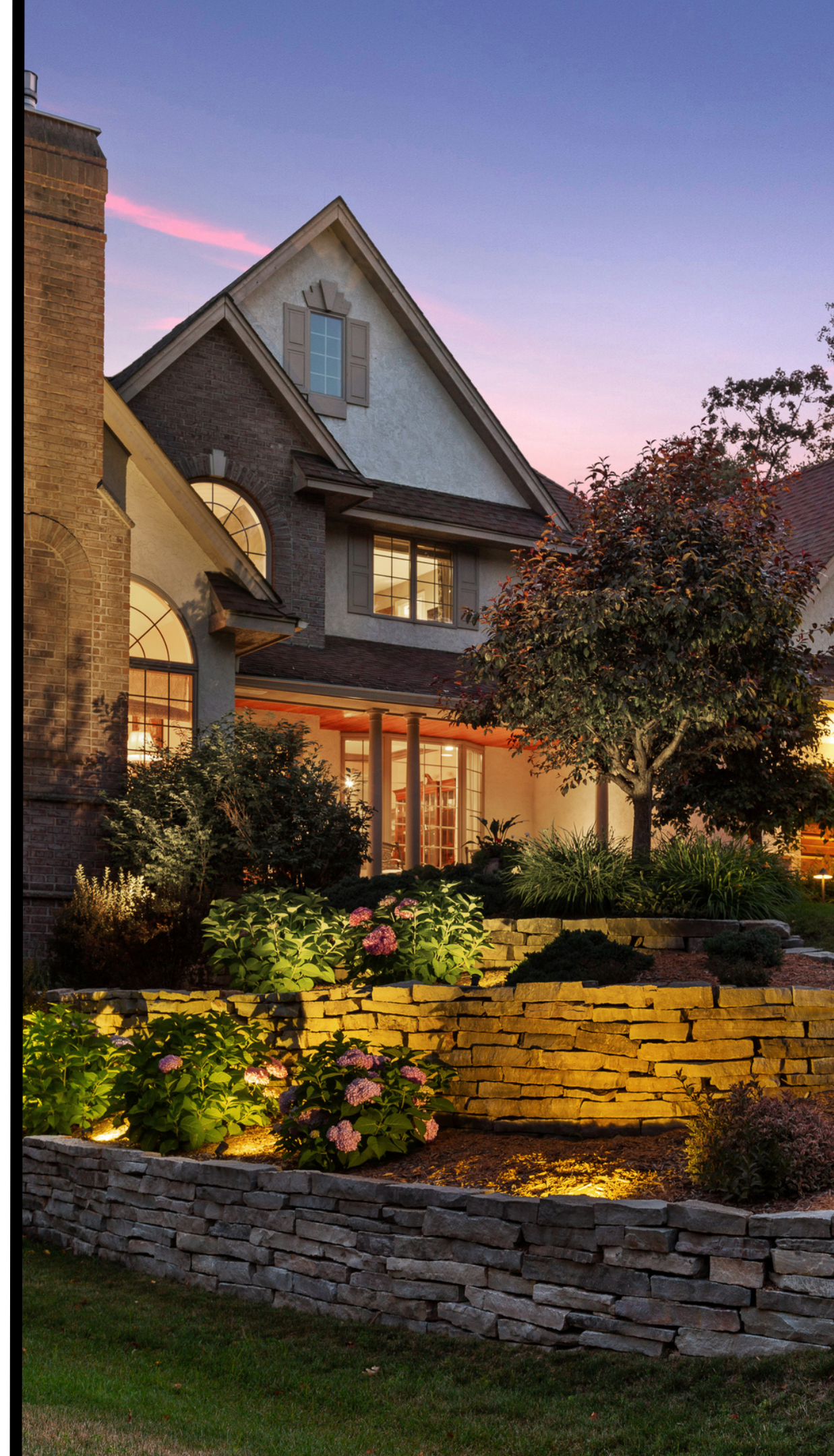


Selling
Your Home

with Pemberton Homes

WE ARE...

- A collaborative, hand-selected group of high-producing agents.
- A family-owned and operated business.
- Dedicated to the success of our clients.
- Home to full-time, service-driven staff to ensure our clients' experiences are second to none.
- Honored to be by your side throughout this major milestone.



OPERATIONS TEAM



LIZ REIN
Operations Manager



EMILY IVERSON
Listing Coordinator



ELIZABETH NORMAN
Transaction Coordinator



HANNAH KNUDTSON
Head of Marketing



KAITLYN SCHMIEL
Marketing Coordinator



JILAYNA ARCOREN
Sales Manager



JOE DENNIS
Leads Manager



MICHELLE FROKJER
Operations Coordinator



COOPER RIACH
Field Services Agent

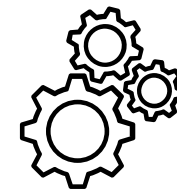
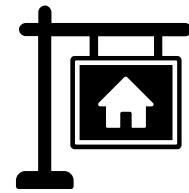


HOLLY CIHLA
Executive Manager





JUST LISTING TIME



Seller documents are signed

Pre-market marketing

Live on market

Showings and offers start

Inspection & appraisal negotiations

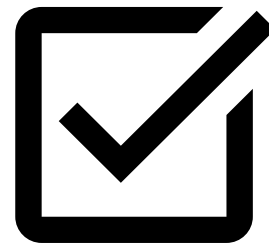
Title work & processing

Pre-sign documents

Closing day

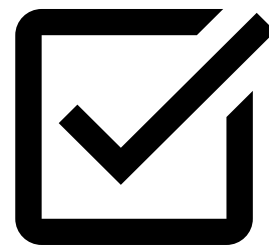


PRICING STRATEGY



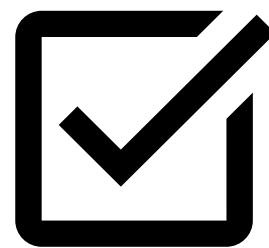
COMPARABLE PROPERTIES

A Comparative Market Analysis (CMA) will compare your home to recently sold properties in your area. This is a HUGE factor when pricing a home.



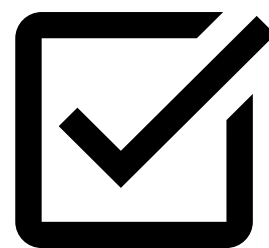
CURRENT MARKET CONDITIONS

The inventory levels of the market can drastically change how we price your home. More inventory means more options for buyers, meaning a more competitive market for sellers.



STYLE AND CONDITION OF HOME

The layout, condition, and overall structure type all play into pricing your home. Not all styles of home have the same market value.



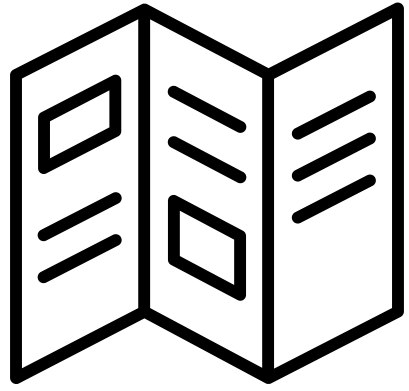
BUYER SEARCH RANGES

When buyers are looking at homes, most set their price ranges between round numbers. Even this can affect the price of a home.

PHOTOGRAPHY

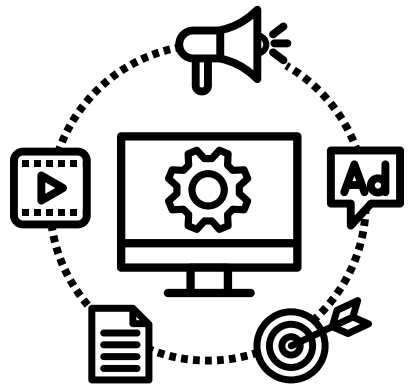


DRONE | INTERIOR | 3D TOUR | TWILIGHT | EXTERIOR | 2D FLOOR PLAN



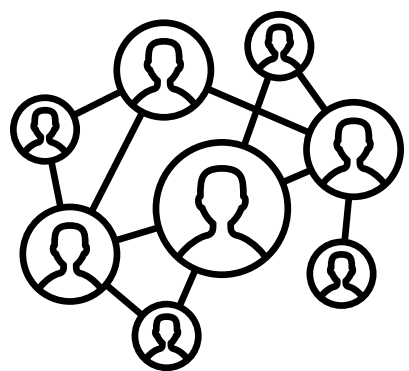
TRADITIONAL MARKETING

- Flyers
- Signs
- Mailers & Doorhangers
- Open Houses



DIGITAL MARKETING

- Photos
- Video
- Social Media
- Zillow Showcase



NETWORK MARKETING

- eXp Realty Network
- Reverse Prospecting
- Pre-market Sale

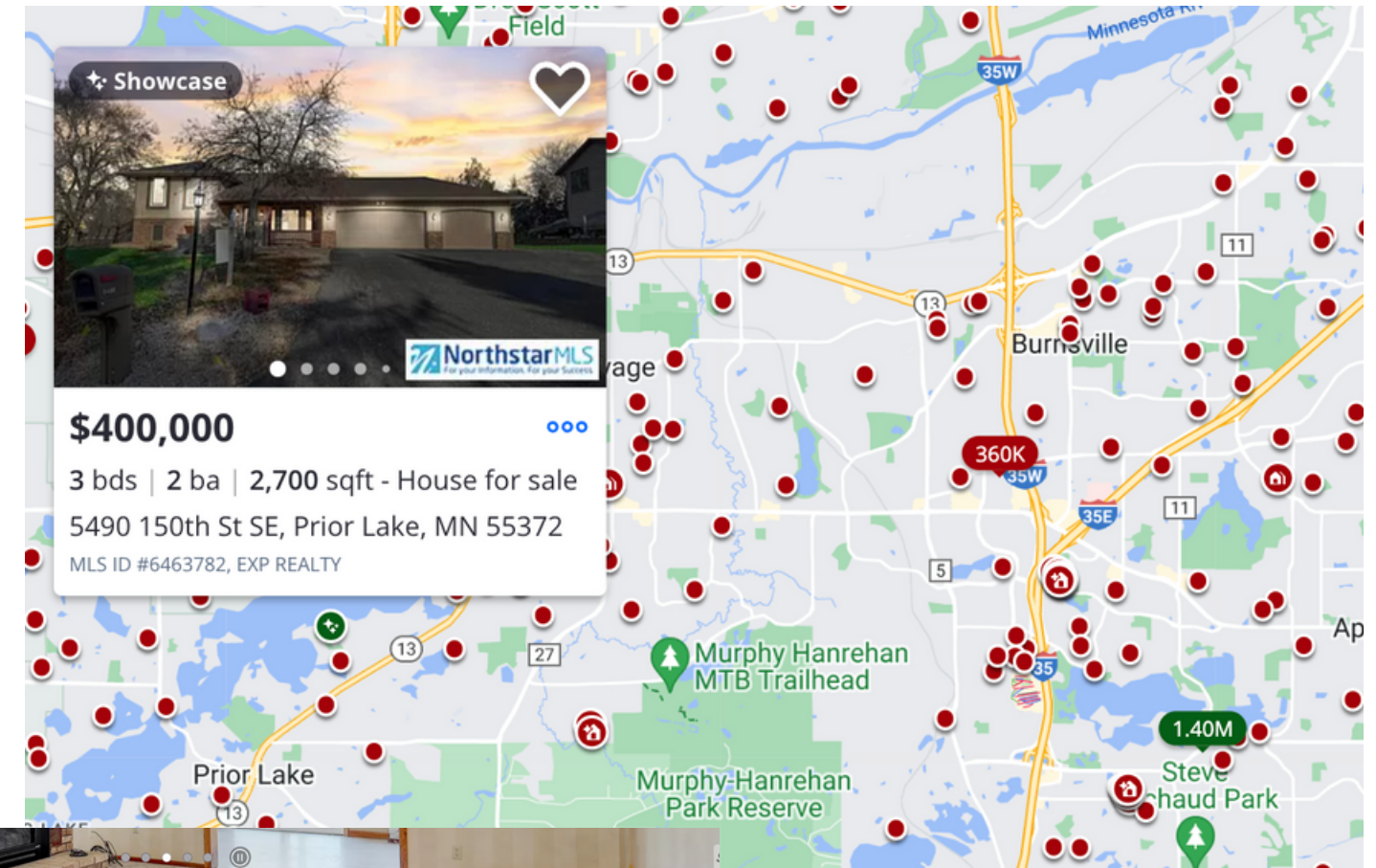


MARKETING
YOUR HOME

ZILLOW SHOWCASE

Showcase+ provides an upper hand to help you sell your home faster and for more money.

- New product offered to less than 5% of local agents
- Boosts position on Zillow and increases views
- All potential buyers are directed to the listing agent- fewer miscommunications



Gino Vilella | eXp Realty - Pemberton Homes

Active

\$400,000

5490 150th St SE, Prior Lake, MN 55372

Est. payment: **\$2,558/mo** | [Get pre-qualified](#)

Single family residence | Built in 1985 | 0.34 Acres

3 Attached garage spaces | \$148 price/sqft

Request a tour as early as today at 5:00 pm

Listed by **Gino Vilella**

Contact Gino

This spacious, well maintained home is ready to be made yours. Featuring 3 bedrooms, with an easy 4th bedroom option if egress is added. With stainless steel appliances, ample counter space, and multiple fireplaces and gathering spaces, it will have you ready to call this home as soon as you walk through the front door. The outdoor space includes a wonderfully landscaped front porch and two decks! The three car garage is perfect for all your storage needs. This home is an absolute must see!

10 days on Zillow | 2,183 views | 70 saves

Welcome to your own slice of paradise in this stunning two-story craftsman style home. Nestled on a sprawling wooded .74 acre lot, at the end of a quiet cul de sac in the coveted Hickory Shores neighborhood. With two stories of well-designed living areas, you'll have room to grow and entertain. The oversized kitchen is a chef's dream and the massive center island is perfect for hosting parties. Enjoy quiet evenings and family

24 days on Zillow | 1,484 views | 81 saves

Likely to sell faster than **95% nearby**

OUR SHOWCASE+ LISTING VS REGULAR LISTING

SHOWCASE LISTINGS ON ZILLOW RECEIVE:

82% MORE PAGE VIEWS

61% MORE SAVES

79% MORE SHARES*

Compared to non-Showcase listings on Zillow



MY GOALS

- ✓ To present you with all the available options to sell your home.
- ✓ To create a plan to works towards your real estate goals.
- ✓ To provide excellent service and guidance at every step of this journey.



MAKE IT OFFICIAL

If you believe we are a good match, let's sign some papers and get started on selling your home.

CREATE A TIMELINE

There are many ways to sell your home. Creating a timeline will assist us in deciding which method is best, and helps us organize the moving parts.

FINALIZE A LISTING PRICE

Pricing a home is an art, not a science. Deciding the price should not be taken lightly. Don't worry, I'm here to help!

NEXT STEPS