

kw GREATER
CHATTANOOGA REALTY
KELLERWILLIAMS REALTY



GUIDE TO SELLING



GOODYEAR
PROPERTY GROUP



About DAVE GOODYEAR, REALTOR®

Dave Goodyear is a seasoned Realtor in Tennessee and Georgia. Goodyear's focus is mainly on residential real estate; however, he does also have experience with commercial transactions. He truly enjoys his work because he helps make his clients dreams come true.

Goodyear works with all types of buyers and sellers...From first time home buyers to luxury home buyers, to clients that are upgrading or downsizing. He also works with several investors to help them buy and sell properties to increase the value of their portfolio. Very often, Goodyear works with clients who need to sell their current home, and then buy a new one, often having both closings on the same day.

Goodyear's goal is to never have a dissatisfied client, and for everyone, on both sides of the transaction, to leave the closing table very satisfied, having accomplished their real estate goals.

Before becoming a Realtor in 2017, Goodyear spent 20 years in corporate sales, mainly in the technology industry, selling software to law firms and companies of various types and sizes. He and his wife, Brooke, also own two Massage Envy Franchise Locations. He often says that if he could start over again, he would have started his career in real estate immediately after graduating from The University of Tennessee at Martin in 1996.

Outside of work, Goodyear is married to his amazing wife of 18 years, Brooke. They have two wonderful children, Ella (16), and Will (14). They are active members of First Centenary United Methodist Church and are also active in several community organizations. They love to travel and spend time together as a family.

A SIMPLE VALUE PROPOSITION

MORE MONEY

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

LESS TIME

My marketing firepower will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

A PROMISE

- » To serve the community as a leader in the real estate industry as a friend and neighbor.
- » To always do the right thing, for you and your needs, even if it isn't what is easiest.
- » To take care of your needs at the highest level through unparalleled professionalism and attention to detail.
- » To serve as a trusted local expert and adviser by your side.
- » To consistently and clearly communicate with you in the manner and frequency that you prefer.
- » To treat you and your family with straightforwardness, integrity, and respect at all times,
- » To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond.
- » To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on.

TESTIMONIALS

We appreciate Dave's dedication in the process of selling our home. He evaluated our property and gave us a good plan to move forward. For improvements we chose to make, he put us in contact with excellent partners to get them completed. Dave was always prompt to respond to any and all questions we had and kept in good communication with us. It was very good to work with Dave and he made the process easier for us. We would recommend working with Dave for your real estate needs.

- John and Malone Grass

Dave,

I want to thank you again for the quick sale of Kathy's Mother's house in Hixson.

From the first day you approached us & offered your advice & help in selling the property, to closing on an offer that came on the first day of our listing on the MLS, things could not have gone better. Took us a little more time, & gentle prompting than we thought, to empty & prepare the 48 yr old property for a new family. Through the whole process, you patiently coached us & offered good advice in getting it ready to show. When listed FOR SALE on the MLS, we were rewarded with an offer on day 1.

Closing as scheduled, the entire process went just as you told us it would. We could not be happier with our experience with Dave Goodyear/Keller Williams & would highly recommend you to anyone looking for a Realtor!

- David and Kathy Leff

I needed a Realtor I could really trust, who would listen to my concerns, wishes, and give me an honest evaluation on what I could expect from start to finish. He truly listened, and paid attention to each detail, then provided me with clear answers.

Because this was an investment property I had never been to before, he took the time to go out to view it. He checked all the previous work that the property management company had completed to ensure it was up to standard and even worked with them to get what remained completed. There were several offers made on the property within days, each at or above asking price. Each offered a variety of items that had to be taken into consideration; Closing Costs, Loan Type, Appraisal and number of Days to Close. The first couple of offers that were initially accepted, ended up falling out due to their finances, but that did not deter David and he went immediately back to work.

Ultimately the house sold for full asking price, each paying only for their own closing costs. David was always a positive force, always keeping me informed, always answering my calls, and always kept his word. Although I have never met David in-person, he has become someone that I will always think fondly of. He is a great gentleman, and a terrific Realtor you can believe in.

- Lynne LaFrenais

WHY CHOOSE KW?

At Keller Williams, it is our philosophy that your needs always come first. Founded on the principles of trust and honesty, we know the value and importance of working together with the highest level of integrity, always doing the “right thing” because our clients are counting on us. Listing with Keller Williams Realty definitely has its advantages:

- **Timely, consistent communication and exceptional service** is what Keller Williams commits to provide, keeping you informed every step of the way via the methods that serve you best whether day or night, by phone, text, or email.
- List with confidence knowing Keller Williams’ unique marketing brand and reach is global with approximately **800 offices and 170,000 agents** in more than a dozen countries around the world.
- Since being named the **#1 training organization** across all industries worldwide in 2015 by Training Magazine, its no surprise Keller Williams attracts top talent and is comprised of the most professional real estate agents in the world with expertise in the selling process from listing to close.
- Over 95% of US home buyers are now using the Internet to find property so Keller Williams’ innovative technology tools will provide an edge in effectively marketing your property online 24 hours a day, seven days a week! Through the exclusive Keller Williams Listing System (KWLS) **your property is fed to more than 350 online search engines and is available on KW’s Web network of more than 76,000 sites.** In addition, Keller Williams’ new customized Mobile Branded App will allow anyone driving through your area to see your property is for sale including all details with just one click.



KELLER WILLIAMS AN INDUSTRY LEADER

When you work with me, you work with a trained agent that has the backing of the world’s largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.



Keller Williams was built on a simple yet revolutionary principle: people are what matter most. To help cement this understanding, we’ve formalized a belief system that guides how we treat each other and how we do business.

Win-Win or no deal

Integrity do the right thing

Customers always come first

Commitment in all things

Communication seek first to understand

Creativity ideas before results

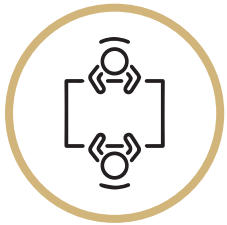
Teamwork together everyone achieves more

Trust starts with honesty

Success results through people

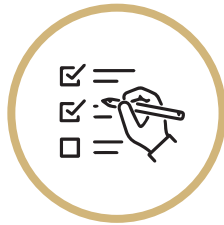


THE PATH TO SELLING YOUR HOME



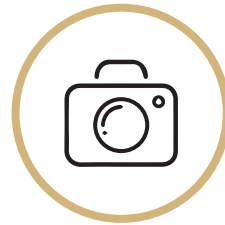
01

Your meeting
with us.



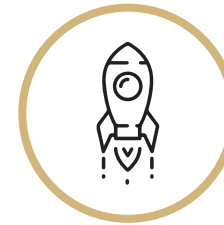
02

Check off your
to-do list work.



03

Photo day! It'll
look great.



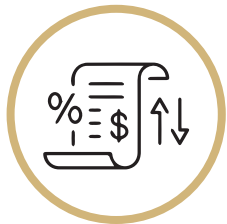
04

Launch the
marketing!



05

Open House!
Showings



06

Negotiate
offer.



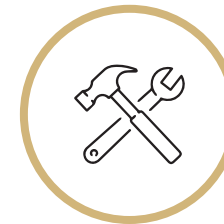
07

Accept a
contract.



08

House Inspection
time.



09

Negotiate repairs.
Final walkthrough.



10

Sold! Closing
table.

MY COMPETITIVE MARKETING PLAN

01



Pricing Updates and Comparable Analysis Reports.

02



For Sale Signs, Rider Signs for immediate response to texting inquiries, & Directional Signs for weekend placement while agent is on site.

03



Flyer Distribution of "Just listed" Flyers in Neighborhoods comparable to yours.

04



Virtual tour and professional photographer to include drone images of property, amenities, and neighborhood, for use in MLS and all advertising.

05



MLS placement, for North Florida with updates weekly on activity .

06



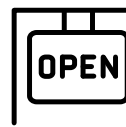
Advertise in email campaigns, and social media weekly.

07



Web Site Listings in over 300 web sites nationwide for maximum exposure to attract both local and out of area buyers.

08



"Open" Program-Agent to be physically on site.

09



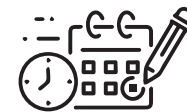
Track Showings/Follow up and Collect Feedback for all prospects

10



Weekly Seller Updates for all inquiries and showings

11



Property Caravans with the Association of Realtors.

12



Target active buyers and investors in my own database who are looking for homes in your price range and area.

PRICING YOUR HOME TO SELL

I am not the one who decides how much your home is worth. The market does. It tells us exactly where to price your property to sell and how to approach the marketing of it.

HERE ARE THE FACTORS THAT WILL AFFECT THE VALUE IN TODAY'S MARKET:



PRICE

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

LOCATION

Location is the single most important factor in determining the value of your property.

CONDITION

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. I'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.



COMPETITION

Prospective buyers are going to compare your property – both the condition and the price – to other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

TIMING

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

GETTING YOUR HOME READY TO SELL

IT'S A FACT: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

FOR SHOWINGS

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.

EXTERIOR

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

INTERIOR

- Remove excessive wall hangings, furniture and knickknacks
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Make sure all appliances & plumbing are working properly
- Clean all light fixtures, floors and rooms and get rid of clutter.



WITH YOU EVERY STEP FROM *OFFER TO CLOSING*

NEGOTIATE THE OFFER

- Explain the offer and answer your questions.
- Help determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarify the choices available to you.
- Prepare an estimate of net proceeds based on the proposed price and terms.
- Negotiate through the buyer's agent and handle possible counter offers to reach a final agreement that is favorable to you.

MANAGE THE DETAILS

- Explain in detail each of the steps that will occur for a successful closing and answer any questions you might have.
- Help you locate a new home, if remaining in this area. Or refer you to an expert in the area you are moving to.
- Work with the buyer's broker, loan officer, title officer and others to help coordinate their advises and keep the transaction moving forward.
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract.
- Resolve questions or problems that might arise, in order to ensure a timely closing.
- Accompany the buyer and buyer's agent during their final property walk-through.
- Assist in handling the details required for the completion of the transaction.
- Communicate with you on a regular basis so that you remain as informed and worry-free as possible.



FOLLOW UP AFTER THE SALE CLOSES

- Confirm that all of your real estate related needs have been met and provide information on service providers you may require.
- Offer relocation assistance, if moving to a new area.
- Or refer you to an expert in the area you are moving to

CLOSING 101



CLOSING TIME

The closing process finalizes the sale of your property and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your property.

BRING TO CLOSING:

- A picture ID (driver's license is acceptable)
- House keys
- Garage door opener(s)
- Property repair receipts and/or any current warranty information on the property (this can also be left at the property)

WHAT TO EXPECT DURING CLOSING:

48 Hours prior to closing you will be presented with the Closing Disclosure for your review and approval. The Closing Disclosure is the financial breakdown of the transaction detailing the closing costs charged to both buyer and seller and will be reviewed during

closing to ensure title fees, property taxes, association dues, real estate commissions, and other closing costs are properly calculated and/or pro-rated and paid along with seller's proceeds.

Sellers commonly pay the following costs at closing via deduction from their sale proceeds:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property such as unpaid property taxes, special assessments, and/or any liens on your property
- Document stamps (or taxes) on the deed
- Title Search & Survey
- Real estate commissions & Closing Agent's fee
- Other legal documents required for the transfer of your property will also be signed during closing and you will be given copies for your records.

AFTER CLOSING

Be sure to transfer your insurance, utilities, and any other vendors services billed to your property to your new home.






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