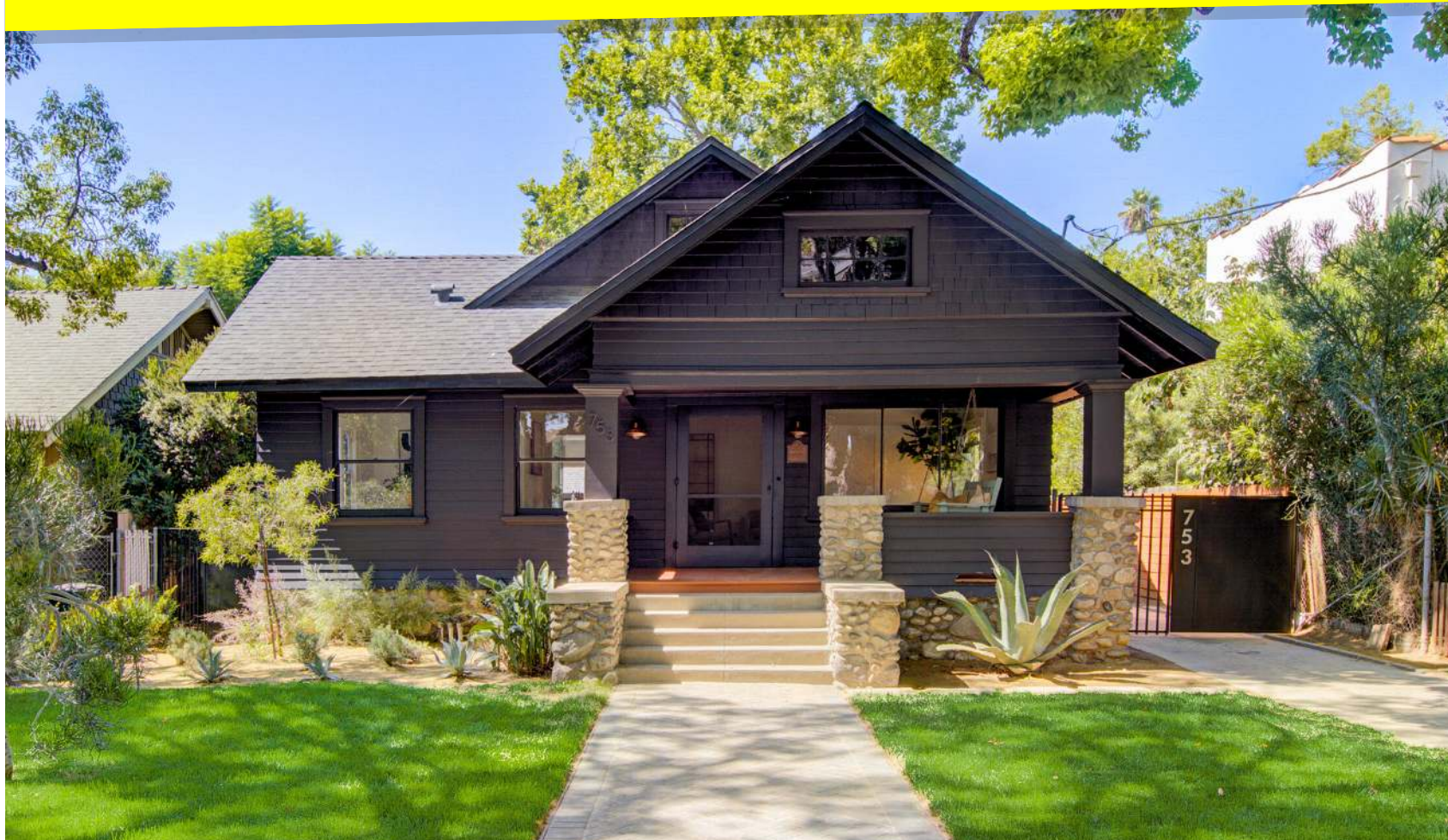


theAve.

REAL ESTATE AGENCY

MAKING REAL ESTATE MADE SIMPLE • SELLING MADE SIMPLE • SELLING



The Ave Agency

562.413.9399 • joshua@theave.agency

DRE #01856858 • CIN #02237024

WHO WE ARE

BOLD STRATEGY MEETS BIG RESULTS

Selling your home is a major move; at **The Ave Agency**, we don't take it lightly. We're not here to just list your home—our mission is to sell your home quickly, for top dollar and with limited stress.

That's exactly why we created this guide. A step-by-step playbook to walk you through every stage of the process. Empowering you to sell with confidence.

Let's get your home sold!

- The Ave Team



THE SELLING PROCESS

- 1 **The Right Price**
THE ART OF STRATEGIC PRICING
- 2 **Stage It To Sell**
TURNING YOUR HOME INTO A MUST HAVE PROPERTY
- 3 **Picture Perfect Visuals**
WHY STUNNING VISUALS SELL HOMES FASTER
- 4 **Go Live & Get Offers**
LISTING WITH MAXIMUM EXPOSURE
- 5 **Find A Buyer**
OFFERS, NEGOTIATIONS & WINNING THE DEAL
- 6 **Close Like A Pro**
SEAL THE DEAL & MOVE FORWARD WITH CONFIDENCE

THE RIGHT PRICE



YOU DON'T HAVE TO WORRY
ABOUT OVERPRICING OR
LEAVING MONEY ON THE
TABLE.

WE HAVE YOU COVERED.

Pricing your home isn't guesswork—it's strategy. The right price attracts serious buyers, creates demand, and maximizes your profit.

At The Ave Agency perfects pricing by using real market data, expert analysis, and a proven approach that gets results.

STAGE IT TO SELL

FROM SMALL TOUCH-UPS TO FULL-SCALE
TRANSFORMATIONS, **WE'RE HERE TO GUIDE YOU
EVERY STEP OF THE WAY.**

1

DEEP CLEAN & PREPARE

A spotless home signals care. Care signals quality.
Buyers notice the details.

2

CURB APPEAL IS KEY

First impressions matter. Fresh landscaping, a clean
walkway, and a welcoming entryway set the tone.

3

MAXIMIZE NATURAL LIGHT

Open curtains, clean windows and add mirrors to
reflect light to brighten the space.



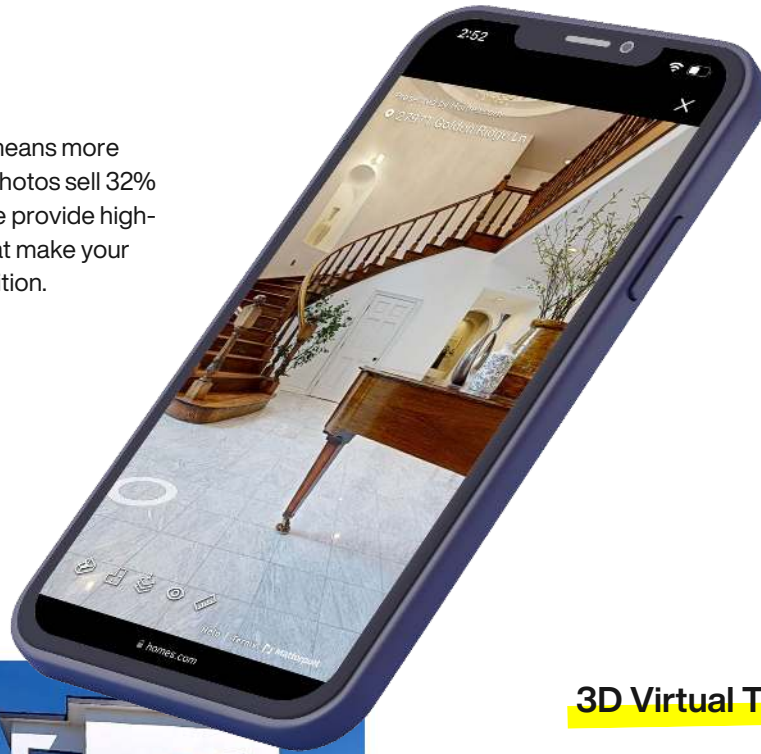
PICTURE PERFECT VISUALS

**NO EXTRA FEES,
NO SURPRISES.**

**JUST EXPERT
MARKETING
DESIGNED TO GET
YOUR HOME SOLD
QUICKLY AND
FOR TOP DOLLAR.**

Photography

Buyers scroll fast; better visuals means more clicks! Homes with professional photos sell 32% faster than the average listing. We provide high-end, magazine-quality images that make your home stand out from the competition.



3D Virtual Tours

Listings with 3D tours sell for 9% higher on average. Our cutting-edge Matterport 3D Virtual Tours allow buyers to explore your property anytime, from anywhere. When buyers visualize themselves in your house it becomes their home.



Print Materials

Digital marketing is essential, but **nothing replaces the power of high-quality printed materials!** We create professional, eye-catching brochures, flyers, and tangible takeaways to ensure your home stays top of mind.



TOTAL MARKET EXPOSURE



**YOUR HOME
EVERYWHERE**



When you list with **The Ave**, your home is seen everywhere that matters. Our **Total Market Exposure** approach gets your property in front of the widest audience possible across all top real estate sites, social media platforms and search engines.

From Zillow to TikTok, Realtor.com to Instagram, we strategically position your listing to **attract serious buyers** from all walks of life.

theAve.

SELLER'S HANDBOOK

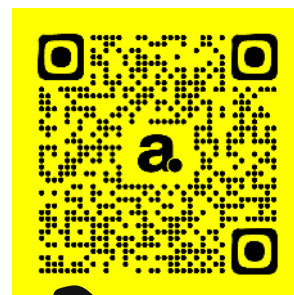


theAve.

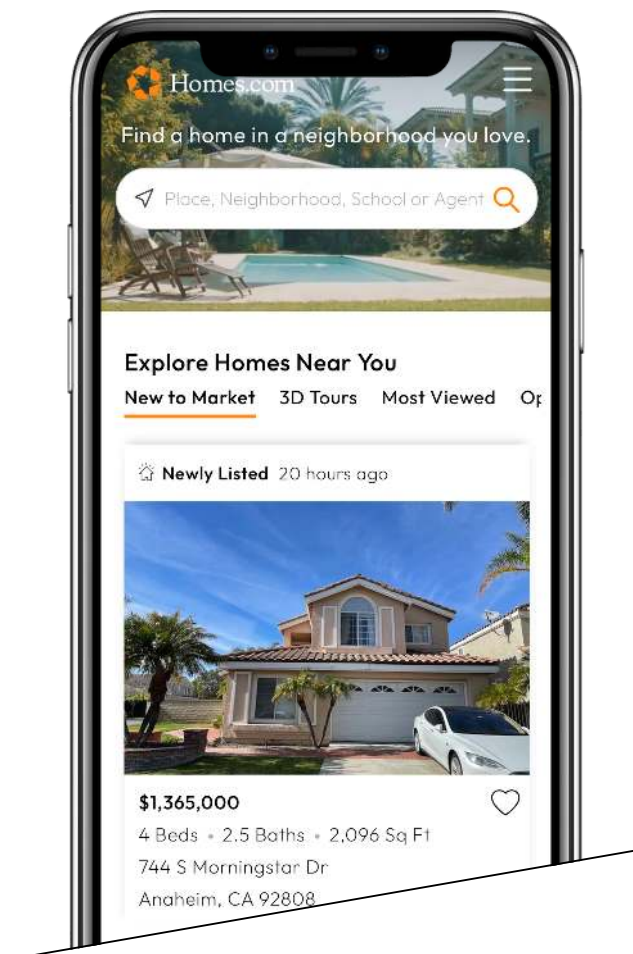
SELLER'S HANDBOOK



**GO
LIVE
& GET
OFFERS**



**VIEW OUR
LISTINGS!**



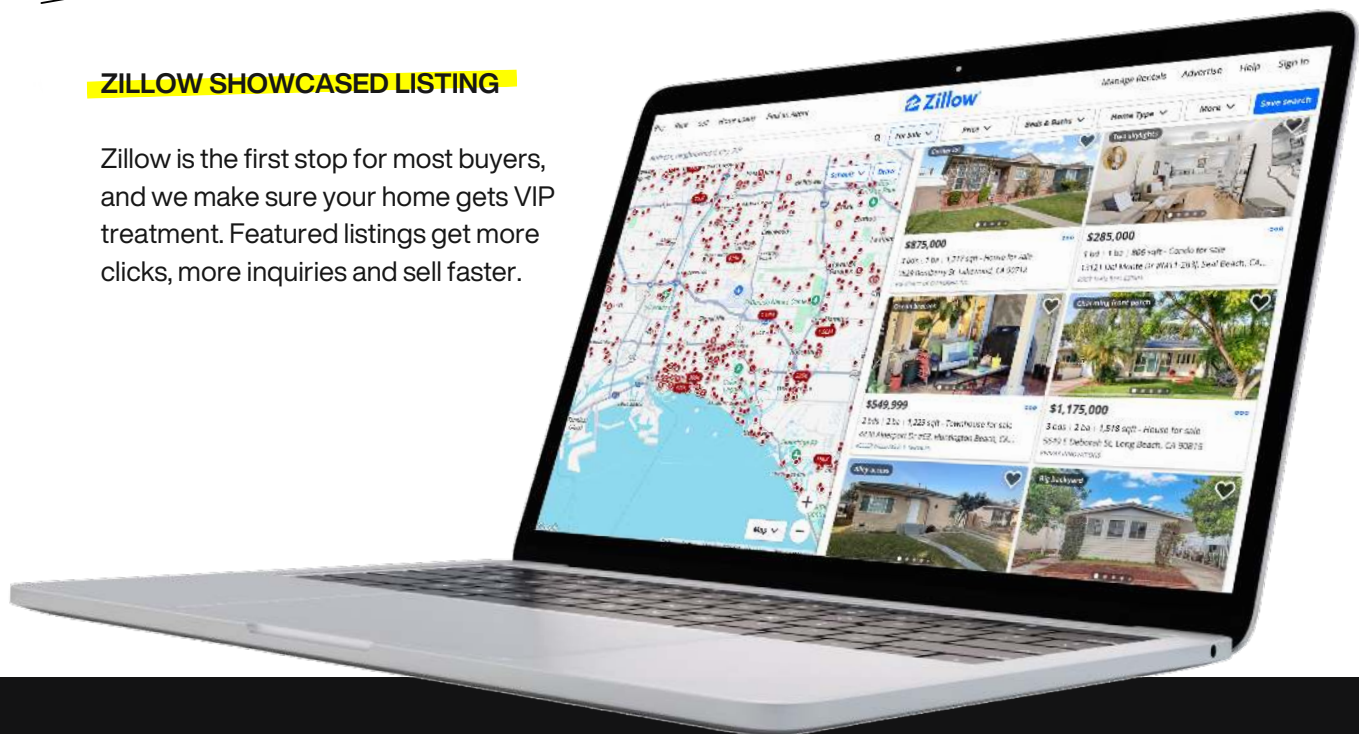
WE LAUNCH YOUR LISTING WITH A POWERFUL MARKETING STRATEGY DESIGNED TO **MAXIMIZE EXPOSURE** AND DRIVE SERIOUS INTEREST.

FEATURED PLACEMENT ON HOMES.COM

We prioritize you by ensuring your home in front and center where serious buyers are searching. More views lead to more offers.

ZILLOW SHOWCASED LISTING

Zillow is the first stop for most buyers, and we make sure your home gets VIP treatment. Featured listings get more clicks, more inquiries and sell faster.



theAve.

SELLER'S HANDBOOK

FIND A BUYER

1. Showings

We strategically schedule and manage showings to attract serious buyers while minimizing disruption to your routine. To make the most of each visit, we guide you through preparing your home to make sure it's clean, staged, and inviting.

3. Negotiations

Buyers will negotiate—count on it. We'll help you navigate every counteroffer with confidence. Our agents are experienced negotiators with the skills to help you walk away with the best possible deal.

2. Offers

Every offer comes with its own terms; it's crucial to evaluate each one carefully. Look beyond just the price—consider the buyer's financing, contingencies and proposed closing date to confirm it aligns with your goals.

4. Closing

We're almost there!

CLOSE LIKE A PRO

STEP 1: UNDER CONTRACT

Once you accept an offer, your home is officially under contract. Congrats!

Next, it's time to review the escrow process—eliminating surprises and keeping negotiations strong.

STEP 2: SEAL THE DEAL

As closing day approaches every detail matters. This includes signing closing documents and completing the final walk-through.

Our team will keep communication clear and proactive, preventing last-minute roadblocks and facilitating a seamless path to closing.



theAve.

SELLER'S HANDBOOK

WE LOVE TO SEE YOU WIN

WE BELIEVE THAT SELLING YOUR HOME IS
MORE THAN A TRANSACTION—IT'S A MILESTONE.

When you walk away with a successful sale, we walk away with
another mission accomplished. Your success is our
success. That's what drives us, that's why we do things differently.

Let's get it sold.

-YOUR FRIENDS AT

theAve.
REAL ESTATE AGENCY

