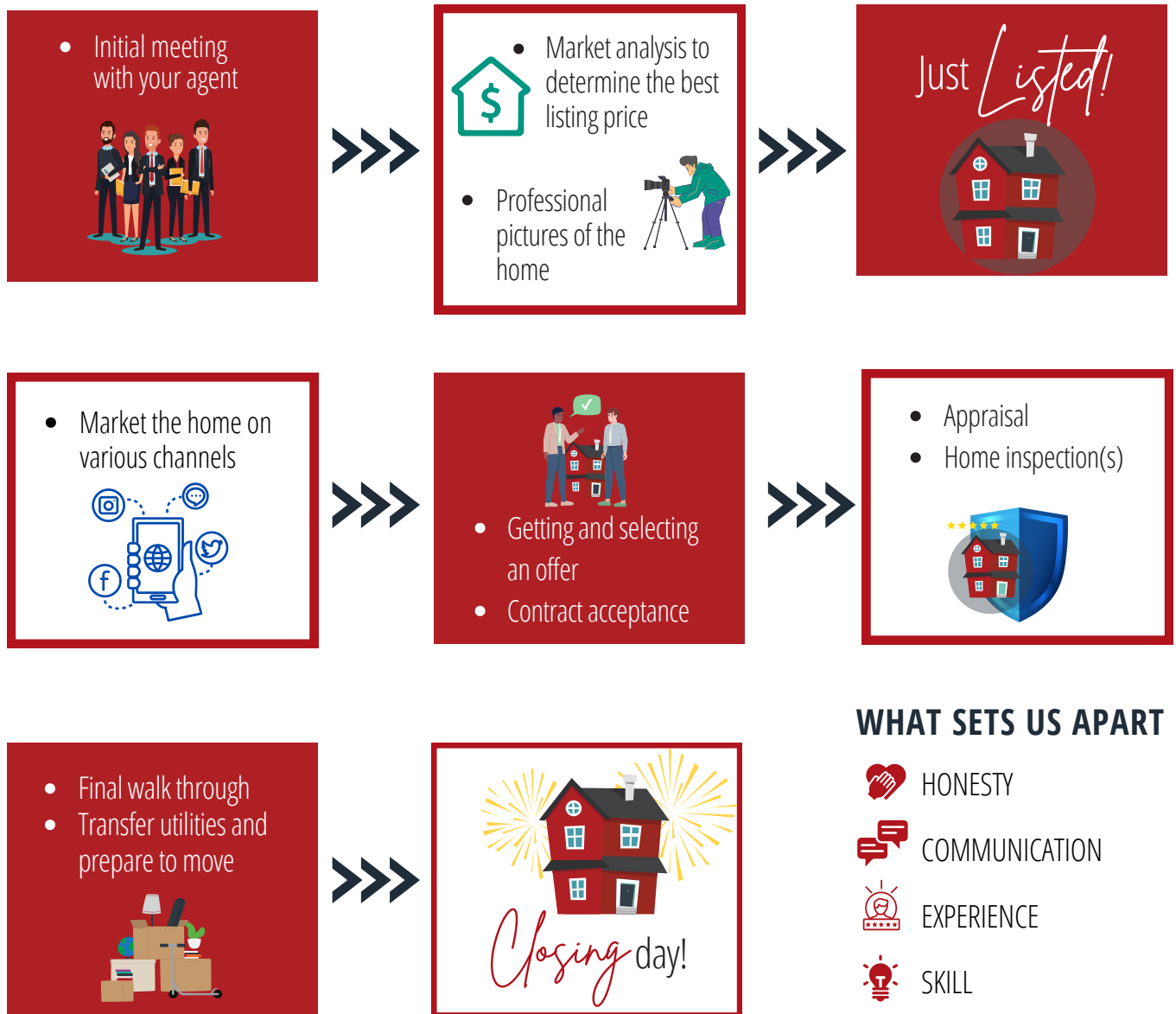



## OUR COMMITMENT

Selling your home can be a stressful decision, but it doesn't have to be. The Blythe Real Estate Team is in your corner and we know the real estate business inside out. We strive to provide our sellers with the information and expertise needed to get their home sold.

## SELLING A HOME - PATHWAY TO CLOSING



## WHAT SETS US APART

-  HONESTY
-  COMMUNICATION
-  EXPERIENCE
-  SKILL
-  COMMITMENT

## OUR STRATEGY

Any successful goal starts with a well thought out plan. Your agent will be with you every step of the way and will follow the timeline below.



### PRE-LISTING

- » Previews your home and suggests staging ideas and cleaning tips to make it show ready.
- » Performs Comparative Market Analysis – pricing your home competitively is crucial!
- » Determines listing timeline.



### RECURRING MARKETING

- » Makes suggestions and changes based on feedback, activity, etc.



### UP TO 7 DAYS

- » Hires a professional photographer – this is essentially your first showing.
- » Discusses listing price, reviews listing agreement and other documents.
- » Installs sign and lockbox.



### NAVIGATE TO CLOSING

- » Presents and explains all offers – we represent YOU in negotiating the best possible price and terms.
- » Guides you through the pending process (contract acceptance, inspections, mortgage/title issues, etc.) all the way to CLOSING DAY!
- » Communicates how a buyer's various methods of financing can affect the sale of your property.



### JUST LISTED

- » Promotes your home by marketing blast email to all local realtors.
- » Lists the home on Online Marketing-MLS which filters over 20 websites.
- » Utilizes ShowingTime.com to help coordinate showings.
- » Discusses open house strategy (optional).
- » Markets on social media to thousands of followers.



 Blythe Real Estate Team-Nebraska Realty

 @blytherealestateteam

 @theblytheteam

# COMPARATIVE MARKET ANALYSIS



## FAIR MARKET VALUE HAS BEEN DEFINED AS:

*The highest price estimated in terms of money which the property will bring when the property is exposed for sale in the open market by a willing seller, allowing time to find a willing buyer, neither buyer or seller acting under compulsion, both having full knowledge of all the uses and purposes to which the property is adapted and for which is capable of being used.*

This market value definition assumes perfect knowledge on the part of the buyer and seller. Since this perfect world rarely exists, our estimate of price is generally indicated as a range.

In evaluating your property I have used many of the tools that a professional appraiser utilizes: comparable sales, competitive listings in escrow, square footage, location, amenities, and the general condition of the property. I have also considered the effect of any existing financing on the property.

The enclosed data was researched from reliable information currently available from the local Association of Realtors, local real estate firms, and title companies. It does not reflect every property of comparable value for sale now, but does represent a good cross section of the competitive real estate inventory and recent sales.

Please note that while none of the properties are exactly like yours, they do provide a good reference source in a comparative market analysis.

The estimated value I have given for your property does not mean that the sale of the property could not occur at a higher price. The price you ultimately receive, of course, will depend on your motivation, the motivation of the buyer, and the market conditions at the time offers are received.

Once we have tested the market at this price, we will make periodic reviews to ensure we remain competitive.

## FACTORS THAT AFFECT THE VALUE OF YOUR HOME IN TODAY'S MARKET

### LOCATION

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

### COMPETITION

Prospective buyers compare your property against competing properties. Buyers will perceive value based upon properties that have sold or are available in the area.

### TIMING

Property values are affected by the current real estate market. As the real estate market cannot be manipulated, a flexible marketing plan should be developed, which analyzes the current marketing conditions and individual features of the property.

### CONDITION

The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. Optimizing the physical appearance of your home will maximize the buyer's perception of value.

### PRICE

Pricing your home properly from the beginning is an important factor in determining the length of time it will take to sell your home. Reviewing this home marketing plan will assist you in determining the best possible asking price.



# BLYTHE REAL ESTATE TEAM



**BRENT BLYTHE, CO-OWNER**

Licensed Real Estate Agent since 1987



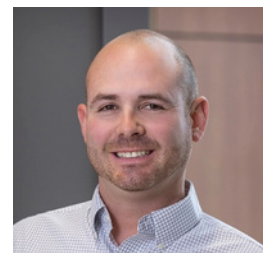
**LESA BLYTHE, CO-OWNER**

Licensed Real Estate Agent since 2000



**CHAD BLYTHE, CO-OWNER**

Licensed Real Estate Agent since 2009



**KYLE FAGAN, CO-OWNER**

Licensed Real Estate Agent since 2015



**VICKI SCHMITZ, AGENT**

Licensed Real Estate Agent since 2013



**FABIAN OWEN, AGENT**

Licensed Real Estate Agent since 2017



**HAYLEY FLEISSNER, AGENT**

Licensed Real Estate Agent since 2017



**MACKENZIE WIEMERS, AGENT**

Licensed Real Estate Agent since 2020



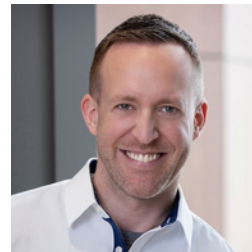
**MELISSA SANTOS, AGENT**

Licensed Real Estate Agent since 2020



**ALEX SPEER, AGENT**

Licensed Real Estate Agent since 2021



**MATT EDWARDS  
TEAM OFFICE MANAGER**

Licensed Real Estate Agent since 2018



**AMBER LADEHOFF  
MARKETING MANAGER**

## AWARDS

### BEST OF OMAHA WINNER!

Whether it's your first house or you're looking to buy your forever dream home, the Blythe Real Estate Team can help. Our goal is to help families and individuals buy, build and sell residential homes. We consider ourselves a small boutique style team that focuses on putting our clients first to make the entire process as simple and fun as possible. There's a reason we've been voted as the best Realtor Agent. Let us show you why.



# WHAT OUR CLIENTS SAY

## Testimonials

### BRENT BLYTHE

"Brent did great work to help us sell our house. We had listed it with another agent before. That person just told us what we wanted to hear, and therefore it didn't sell. Brent helped us set a very fair and market-ready price. He gave us great tips to make easy updates. The next time we move, we'll be calling Brent." — Becky

### KYLE FAGAN

"He was very personable and easy to communicate with. Along with this he was very honest and looked out for my best interest, something I greatly appreciate. He took the info I provided him and found me exactly what I was looking for. I will recommend Kyle to all of my friends in the future." — Mitchell

### CHAD BLYTHE

"Chad Blythe and the whole Blythe team were a pleasure to work with throughout the entire duration of our home buying process! His knowledge of the local market along with his drive to please you as a client is what set him apart from the rest. I would highly recommend for your real estate needs!!!" — Eric

### FABIAN OWEN

"Fabian is the best in the business! We have bought two houses and sold one in the last year. She just 'knows' what you want and does not rest until she finds it! Selling our house she did her homework and got the deal done. A+" — Bri

### LESA BLYTHE

"Lesa Blythe helped me to buy my first home. She is so awesome! I had a complicated transaction on my end and she had to jump through many hoops to make it happen. Amazingly, she still made the home buying process extremely smooth and straightforward for me. I highly recommend Lesa." — Wendy

### VICKI SCHMITZ

"Vicki was amazing. This was our first home buying experience and in a new state and she was so helpful and thoughtful. She was willing to work with both of our schedules which can be a little difficult but she was awesome. It was like having a member of the family inside of the business. We were able to trust her and count on her opinion and honesty. I cant speak highly enough of her and the support that she gave us as well as the Blythe Team." — Alex and Katy

### HAYLEY FLEISSNER

"Hayley was so great to work with, especially as a first time home buyer. All of our questions, no matter how silly, we're answered and we never felt pressured or rushed into anything. It's overwhelming being a first time home buyer, Hayley was the rock we needed during the process! She got a feel for what we liked/disliked, and had such great recommendations and ideas for everything. We ended up in the perfect home for us, and we're so glad we had Hayley to help get us there." — Keaton

### MACKENZIE WIEMERS

"Mackenzie worked extremely hard and did numerous open houses. When she couldn't do the open house someone on your Team stepped in and helped out. Was very pleased with the transaction and would recommend Mackenzie and the Blythe Team to anyone buying or selling a home!" — Nick

### MELISSA SANTOS

"Melissa is the best realtor in Omaha that I have worked with. I went through probably seven other Realtors before I found her. She's tough and really fought for me throughout the process so that I could ensure that I was being treated fairly and getting the best price on my house. She pushed back on me when necessary and fought for me when necessary. I'm grateful for her fun-loving personality and intelligence. I highly recommend her to anyone looking for a home." — Katie

### ALEX SPEER

"Alex was very helpful throughout the entire process and very informative. What we liked most was during our initial search, he was not pushy and really learned what we wanted in a home. It was like he could tell just as quickly as we could if we would like the home or not as soon as we stepped foot in it. He was very professional throughout the entire process and we will be recommending him to all our friends that are looking for homes." — Timothy

# PREPARING YOUR HOME TO SELL

When presenting your home to prospective buyers, first impressions are crucial. Buyers begin judging your home the moment they see it, and generally they prefer homes that are well-maintained, clean, and clutter free — homes they can picture themselves living in. That is why home improvements, particularly if they address the anticipated needs of buyers, can boost your home's salability and sale price. We've put together the following checklist to aid you in preparing your home to sell.

## CHECKLIST

### EXTERIOR

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves
- Touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door
- Clean or paint front door, polish front door hardware, ensure doorbell works

### INTERIOR

- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interiors with fresh, light-toned paint
- Brighten rooms by installing high wattage light bulbs and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops and removing appliances if necessary to make them look spacious
- Organize and clean garage
- Organize and clean basement
- Clean kitchen countertops, cabinets, appliances, washer and dryer
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter
- Clean mirrors and windows
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.
- Clean in-between sliding door & window tracks

### TIPS FOR SHOWINGS AND OPEN HOUSES

- Be absent so buyers feel more comfortable making comments
- Take pets with you
- Light the fireplace, open the drapes, play quiet background music

These are just a few ideas to get you started. I know what today's buyers are looking for and can provide more ideas that will maximize your home's appeal. Remember, a few easy and inexpensive improvements can produce big returns on your investment.