



GUIDE TO SELLING YOUR HOME

WITH LISA ELLIS & COMPANY

CONTACT US

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lisa@lisaellis.com
LisaEllis.com

HOME SELLING WITH LISA ELLIS & COMPANY



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With Real Estate By Design

MEET OUR TEAM

We're here to guide you through every step of the process!



LISA ELLIS

Team Leader

COLLEEN ELLIS

Real Estate Advisor

SHARON CARTER

Real Estate Advisor

THERESA OLSON

Real Estate Advisor

JODI VILLERS

Client Care Coordinator

DON MAYNOR

Transaction Coordinator

MAGGIE HENNESSEY

Marketing Coordinator

OUR STATISTICS AND ACCOLADES



AVERAGE DAYS ON MARKET

9

Lisa Ellis & Company

LIST TO SALES PRICE PERCENTAGE

107%

Lisa Ellis & Company

Our firm has been voted
Best Real Estate Company by
Durham Magazine
2018 - 2019 - 2020 - 2021 - 2022

25

Market Area

99.7%

Market Area

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TO SALES PRICE
PERCENTAGE**

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Market Area

OUR COMMITMENT TO YOU

Our team provides step-by-step PROFESSIONAL assistance from **consultation day** until **closing**.

With us, you get a hands-on and genuinely personalized experience. We are a team of experts applying hard work, knowledge, and a true desire to help people.

EXPERTISE | With decades of experience, you will get knowledgeable recommendations on price, repairs, staging, and more to minimize your home's time on the market and maximize interest and sales price.

MARKETING | 86% of buyers are searching for homes online. Your home's visibility online is paramount to gaining interest and ultimately getting it sold. Our in-house marketing coordinator creates custom sponsored posts on all of our established social platforms. Engaging with potential buyers in real-time is key.

PERSONALIZATION | Each property is unique. Our team caters specifically to each home we sell. From staging to custom marketing materials, we make sure your home stands out to every buyer that comes through the door.

NETWORK | On top of our personal network of agents we've come to know over the years, we utilize the Multiple Listing Service and cooperative marketing networks. This means when your home goes live, agents across the Triangle are notified. Over 75 home search sites are populated with your home's information and photos



WHAT YOU GET

WHEN YOU LIST WITH LISA ELLIS & COMPANY

First impressions are everything to potential home buyers. With our professional marketing plan and processes, we will maximize your home's visibility and create a buzz before it hits the market.

We showcase your home's most unique features to the largest audience beginning with a customized website that gets posted out to our sphere of influence, over 600 of our real estate agent friends, your friends on Facebook (along with ours), YouTube, Instagram, and more!

HOME STAGING



As soon as you list with us, we have our professional stager identify areas to declutter, rearrange, and depersonalize so your home appeals to a wide audience. If your home is vacant, we also have furniture that we can bring to help fill and style your home.

A licensed appraiser will be out as well to measure your home and draw a custom floor plan, so we can advertise the space as accurately as possible. Both of these are essential in helping buyers envision themselves in your home before they tour it.

WHAT YOU GET

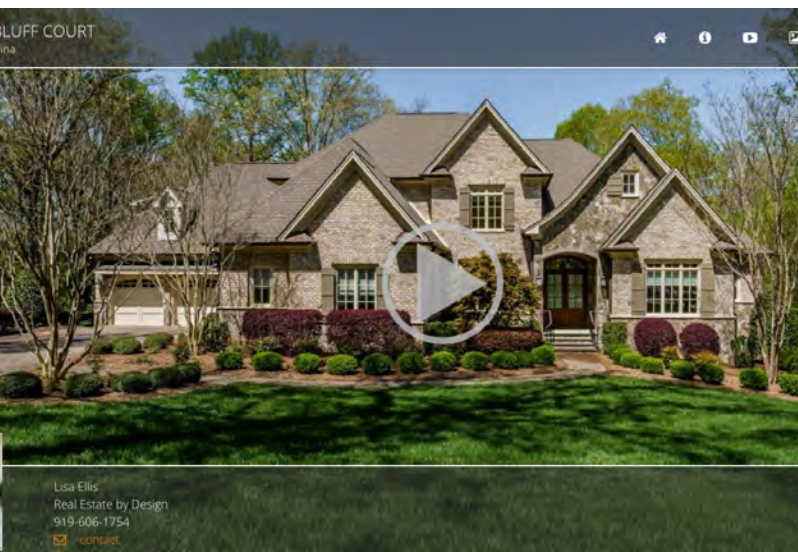
WHEN YOU LIST WITH LISA ELLIS & COMPANY

PROFESSIONAL PHOTOGRAPHY



When your house is looking its best, we schedule a professional photographer to come out and take photographs for all our online marketing. Even drone video is sometimes needed to show off the property from an aerial perspective.

VIRTUAL TOURS AND CUSTOM WEBSITES



Understanding that the buying experience starts online, each of our listings gets a virtual tour and custom website. By doing this, we can show off your home's assets and features to buyers, room-by-room, as if they were there in person.

MARKETING YOUR HOME

Be seen, everywhere.

It's our job to establish your home's marketing presence online. Not only is your home's listing viewable on all the major home sites, but the precise details are populated to real estate websites across the Triangle and globally! Be assured that thousands of agents and their buyers alike will be able to preview your home from the comfort of theirs.

86%

**OF HOME BUYERS START
THEIR SEARCH ONLINE**

**WE HELP YOU WITH YOUR DIGITAL
CURB APPEAL SO THAT BUYERS SEE:**

- PROFESSIONAL PHOTOGRAPHY
- VIRTUAL TOURS
- PROPERTY MEASUREMENTS
- DETAILED HOME FEATURES



HOW OUR SOCIAL STACKS UP

OVER 8,500 COMBINED ENGAGED FOLLOWERS
FROM OUR TEAM AND OUR FIRM

**MONTHLY AVERAGE POST REACH:
15,426 TRIANGLE RESIDENTS**

**MONTHLY AVERAGE ENGAGEMENT:
4,578 TRIANGLE RESIDENTS**

EXPERTLY TARGETED ADVERTISING TO REACH
THE LARGEST POOL OF BUYERS

OUR KEY SITES FOR DISTRIBUTION:



OUR HOME MARKETING PLAN

You're ready to sell your home, and we want to get you as much money as possible in a timely and painless fashion. Here's what you can expect from Lisa Ellis & Company.

- ✓ We will preview your home, note all of your home's unique features, and put together a "to do list" of items that need to be completed to get the property show ready.
- ✓ We'll work with you and contractors to get everything on the list addressed in a timely manner. If you need recommendations, we have a list of service providers---painters, carpet cleaners, carpet installers, landscapers, power washers, cleaners, etc.---who we trust to offer quality service to our clients at reasonable prices.
- ✓ We'll send in our professional stager, if needed, to talk about furniture placement and décor to enhance the visual appeal of the home online.
- ✓ Once your house is show ready, our team will schedule the appraiser to professionally measure the square footage and create a floor plan for advertising. Then we will send out the professional photographer to take photos of the interior and exterior of the property as well as neighborhood amenities, if applicable, and if good photo opportunities are available. If your property is expansive, we will hire a drone pilot to capture aerial photos to showcase the grounds.
- ✓ Our team's listing coordinator will research the property's taxes, HOA dues, restrictive covenants, school assignments, and get everything ready to go live on the market.
- ✓ We will upload photos and information to the MLS listing and a personalized website that we create (www.yourhomesaddress.com). We also load all pertinent data and documents for agents and buyers to easily access online.
- ✓ We will swap out the standard comments from MLS and add a more detailed description to Realtor.com and Zillow.
- ✓ Our Marketing Coordinator will include your home in our weekly newsletter that is emailed to our past clients and sphere of influence as well as local realtors in our area who are selling properties daily.
- ✓ Your personalized website will be uploaded to our YouTube Channel along with the video walk-through tour that we take of your home once it's show ready.
- ✓ Your listing will go live on a Thursday to populate out to all of the agents and potential buyers, and then we will start showings on Friday and have them run straight through the weekend. If your home is occupied, we will recommend that you enjoy a weekend away so you won't be disrupted by the showings.
- ✓ You will be notified of all showings and feedback via email. We will be calling you with any questions as we receive them from interested agents.
- ✓ Once offers are received, you will be notified, and we will discuss the best strategy to get you top dollar. We will likely set an offer deadline and notify all of the agents who have shown your home so they will also have a chance to present an offer. We will negotiate on your behalf and keep you informed about the process every step of the way.
- ✓ Once your home is under contract, you can expect the same level of communication as we coordinate with everyone involved---the buyer's agent, closing attorney, appraiser, and home inspectors---to ensure a smooth closing process.

WHAT OUR CLIENTS ARE SAYING

“

Our experience working with Lisa was amazing! I remember when I interviewed her, and she was very well prepared about our property. She asked me questions, and she made a perfect plan to sell our home. After following her recommendations and working with her extraordinary team. We were ready to go to the market and we received a really good offer on the first day on the market. Lisa helped us during the whole selling process and I was delighted with the way she handled everything with professionalism and in a very smooth way. I highly recommend her!

DEEILY BONIECK LA ROSA

“

There are not enough words to describe how wonderful Lisa and her team are! This was our first house and selling it was a daunting process. From the moment we met Lisa we were super impressed with her professionalism and knowledge. She did everything she said she would do exactly when she said she would do it....nothing like the other realtors we met with. She answered texts in minutes and never grew tired of our million questions. Lisa gave us great advice when the offer came in and we sold for full price in less than a week. Her guidance through the process was invaluable and we are so thankful. She is the sweetest and truly cares for her clients. Every member of her team was helpful and professional. She is just the BEST.

ELIZABETH CONNER JONES

“

Working with Lisa was EXCELLENT. We sold my house in less than a week. She came in told me exactly how to get it ready to show- including hooking me up with her painters, and other contractors. Lisa also came prepared with comps, and numbers. She knew the market and assuaged all of my concerns due to covid. I cannot recommend Lisa enough!

BRITTANY HUTCHINSON

READ MORE REVIEWS



VIEW OUR SOLD LISTINGS

