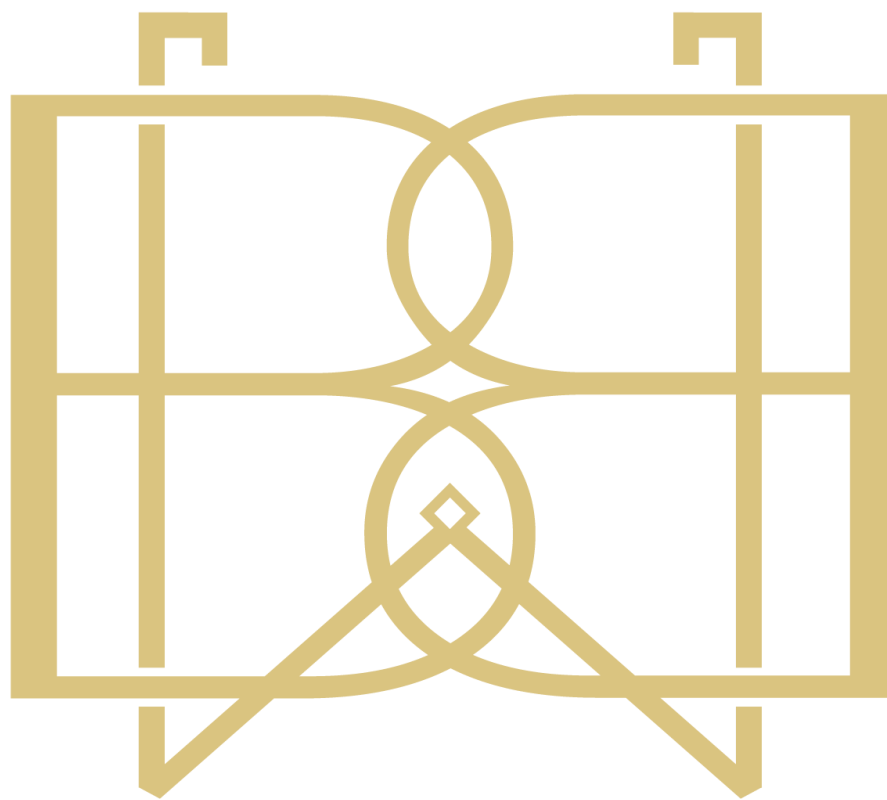


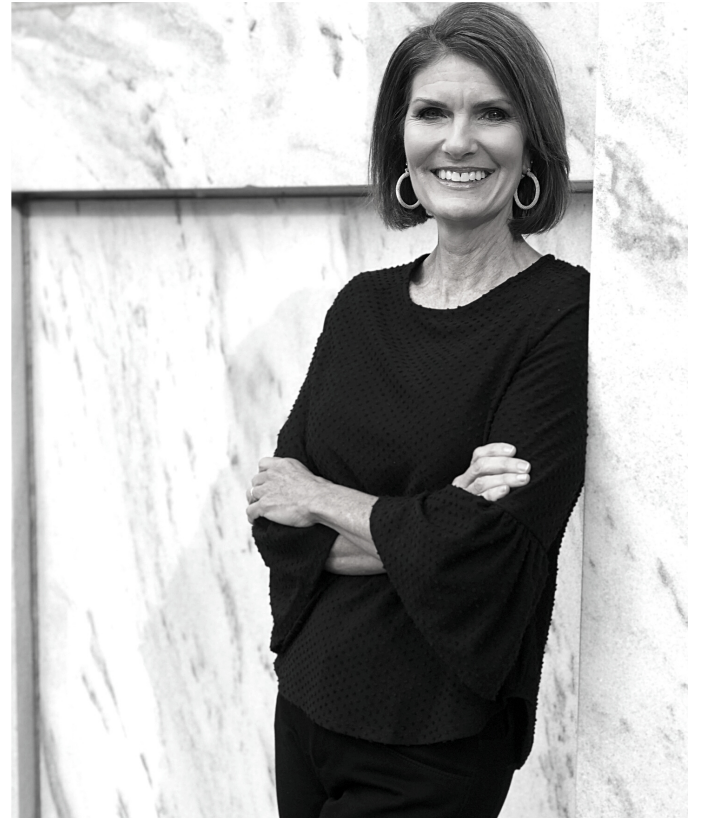
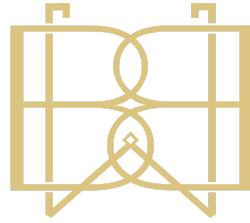
SELLING WITH  
THE BLACKWOOD  
TEAM

BROKERED BY EXP REALTY



KNOWLEDGEABLE. EXPERIENCED.  
TRUSTWORTHY.

# WHO WE ARE



## "I'LL NEVER WORK IN REAL ESTATE"

### WHY YOU SHOULD NEVER SAY NEVER

Having grown up in a home with two nationally renowned real estate Brokers, I made my position clear from a young age. "I'll NEVER work in the real estate industry." By the time I hit my early teens I had tagged-along on countless showings, witnessed extensive contract negotiation, and performed dinner-table problem-solving on an array of real-life client scenarios. After

attending Emory University for graduate school, I bounced to a few career paths, burying deeply the fiery passion I realized I had for real estate all along. Creating a team with my Mother has been the greatest joy of my life. I am thankful for the opportunity to learn from her expertise and to serve the wonderful people of Atlanta & the Metro Areas. We look forward to serving you!

-Ariel Blackwood

# WHAT

# WE

# DO

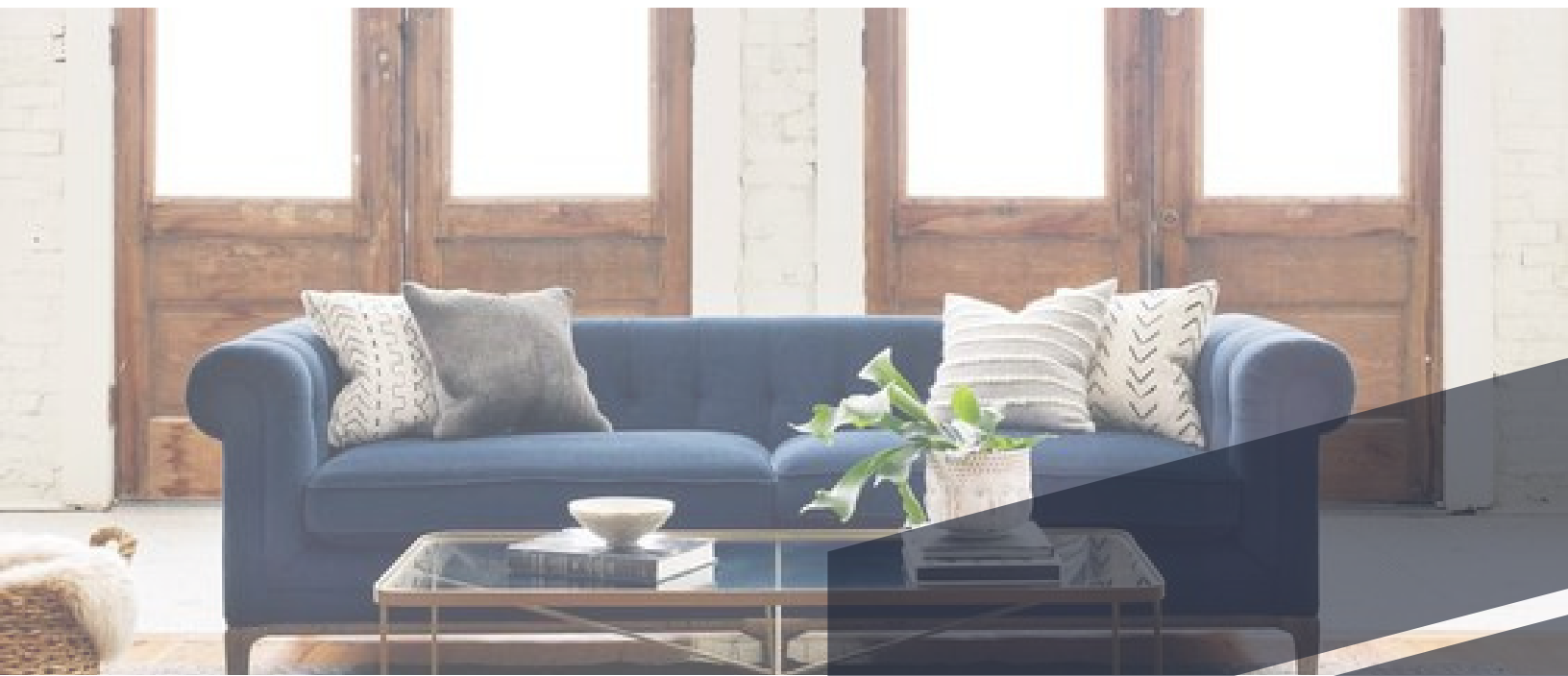
## AND WHY WE'RE DIFFERENT

Our **mission** is to get your home sold in your desired amount of time, for the most amount of money, and with the least amount of hassle. We vow to deliver the highest quality full-service Real Estate experience while adhering to every aspect of the Realtors' Code of Ethics.

Our **values** are *honesty, progress, and legacy*. We promise to maintain open and *honest* communication throughout the process. Our passion is rooted in *servicing* others - and that is reflected in our attitude. We strive to build a *legacy* for your family and loved ones for years to come.



Our full intention is to maintain a standard of *honesty*, an attitude of *service*, and a passion that builds a *legacy*.



# GUIDING YOU THROUGH THE PROCESS

HOW WE SERVE YOU

## **1. WE KNOW OUR BUSINESS**

We value education to the utmost degree. We are intentional about the research we conduct and pride ourselves on our market understanding and industry knowledge. In today's market, an understanding beyond surface level is crucial to getting offers accepted.

## **2. WE KNOW HOW AND WHERE TO FIND BUYERS**

We put all the proven resources available to Realtors to work for you. You have a guarantee that there isn't anyone who will work harder to find a buyer for your listing.

## **3. WE KNOW HOW TO MAKE THINGS HAPPEN**

We operate with a "Whatever It Takes" attitude. We have put all available proven resources together to work for YOU. We combine our research expertise with our market understanding and technologically savvy team to provide unmatched service. If at any point you do not feel that we are providing 5-star service, you can fire us and walk away without penalty.

## **4. WE NEGOTIATE CONTRACTS THAT CLOSE**

"You do not get what you deserve; you get what you negotiate" -Chester Karrass. We are experienced negotiators, and we use our skills to squeeze every dime possible out of the buyer.



# GUIDING YOU THROUGH THE PROCESS

HOW WE SERVE YOU

## **5. WE KNOW REAL ESTATE LAW, PRINCIPLES AND PRACTICES**

We are trained professionals when it comes to your rights throughout the process of the transaction. We have a fiduciary duty and true desire to make sure you're well looked after throughout the entire process. We will be your guide!

## **6. WE ARE FULL-TIME CAREER PROFESSIONALS**

The average real estate agent in the US closes 3 deals per year. Many of those have 2nd or 3rd part-time jobs outside of the industry. For us, this is our primary focus. This means we work for you full-time and we focus on doing what you need - which is getting your home SOLD.

## **7. WE BACK OUR WORK WITH A WRITTEN GUARANTEE**

Our promise to you is in writing and signed by a Blackwood Team agent. You are given the original copy (electronically or paper, whichever you prefer), and we are happy to explain it to you thoroughly. If you don't think we are upholding to the standards we've set, we want you to tell us! It takes a great agent, but an even better TEAM to effectively guide you through the process of selling your home. We are highly trained and motivated marketing and negotiation specialists backed by top-notch technology, resources, reputation, and leadership.



# THE POWER OF PRICING

## WE DO OUR RESEARCH

While the market is HOT, buyers are still savvy. This means that pricing your home accurately is imperative to a faster sale. Pricing a property too high MAY make it necessary to drop the price below market value in order to compete with new, well-priced listings. Pricing your property competitively at fair market value will generate more activity from agents and buyers. For savvy sellers, pricing your property just below market value can generate a frenzy of buyers, and can result in a multiple-offer situation. We will conduct a thorough comparative market analysis and provide a range that we believe, based on data, to be the appropriate price for your home in order to generate extreme interest and sell quickly.

# PERSONALIZED MARKETING PLAN

SPECIFICALLY FOR YOUR PROPERTY!

**OPTIMIZE** your home's potential through recommending staging changes proven to provide greater financial returns and a quicker sale.

**POSITION** your home to show off its best quality through PROFESSIONAL photography and compelling descriptions utilized in collateral materials given to agents and buyers.

**EXPOSE** your home to hundreds of online home search websites. 93% of buyers perform their home search online. We will ensure your home is marketed digitally as well as with brochures, open houses, yard signs, and within realtor communities.

**PROMOTE** to top agents in the area, over 5,000 buyers in our database, tens of thousands of viewers on Facebook and Instagram. We spend THOUSANDS per month on marketing.

**PRICE** your home strategically considering market conditions, competition and trends.

**RESPOND** quickly and efficiently to all inquiries regarding your listing within moments, if not immediately.

**QUALIFY** prospective buyers of your home prior to presenting an offer

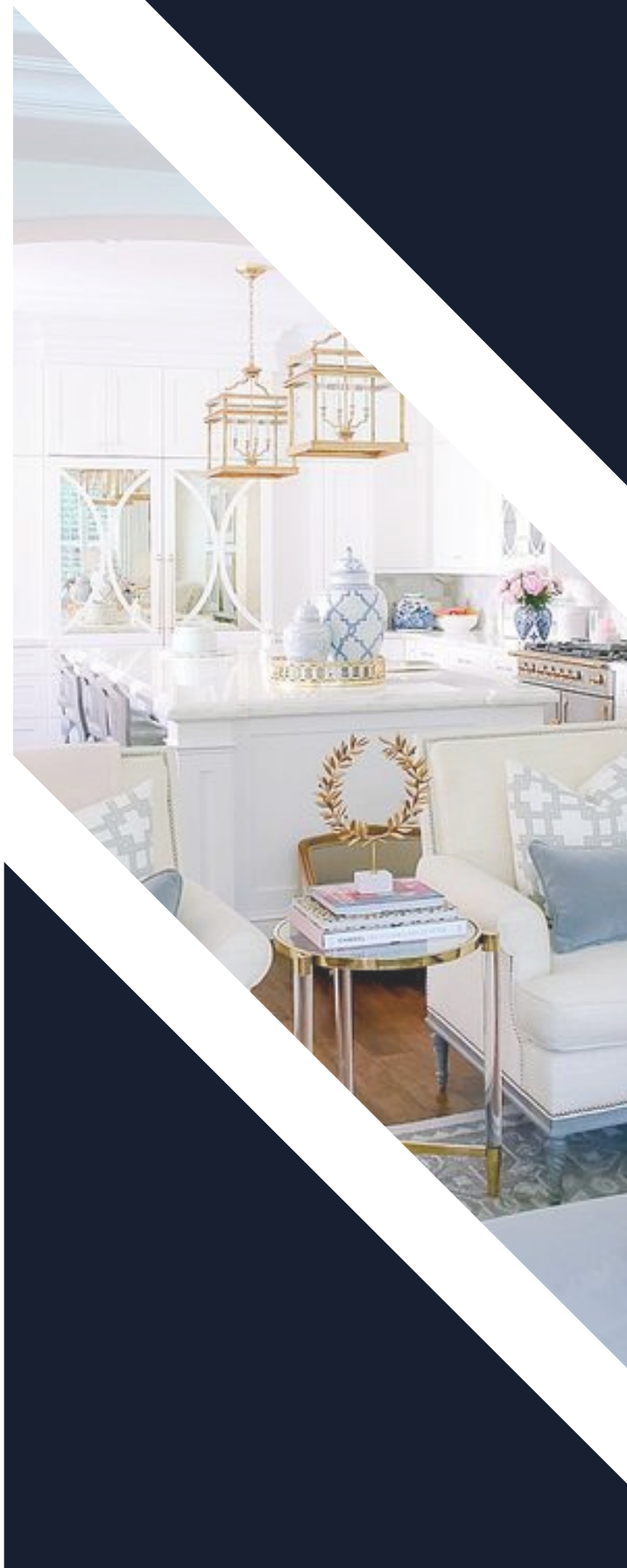
**FOLLOW UP** and encourage feedback from agents, potential buyers, and open house visitors.

**COMMUNICATE** with you frequently regarding interest in your home, recent activity, potential buyers, agent feedback, recommended changes, pending and accepted offers.

**NEGOTIATE** the best price and terms for you.

**SATISFACTION GUARANTEE** If you are not 100% satisfied with us, you may fire us at any time.

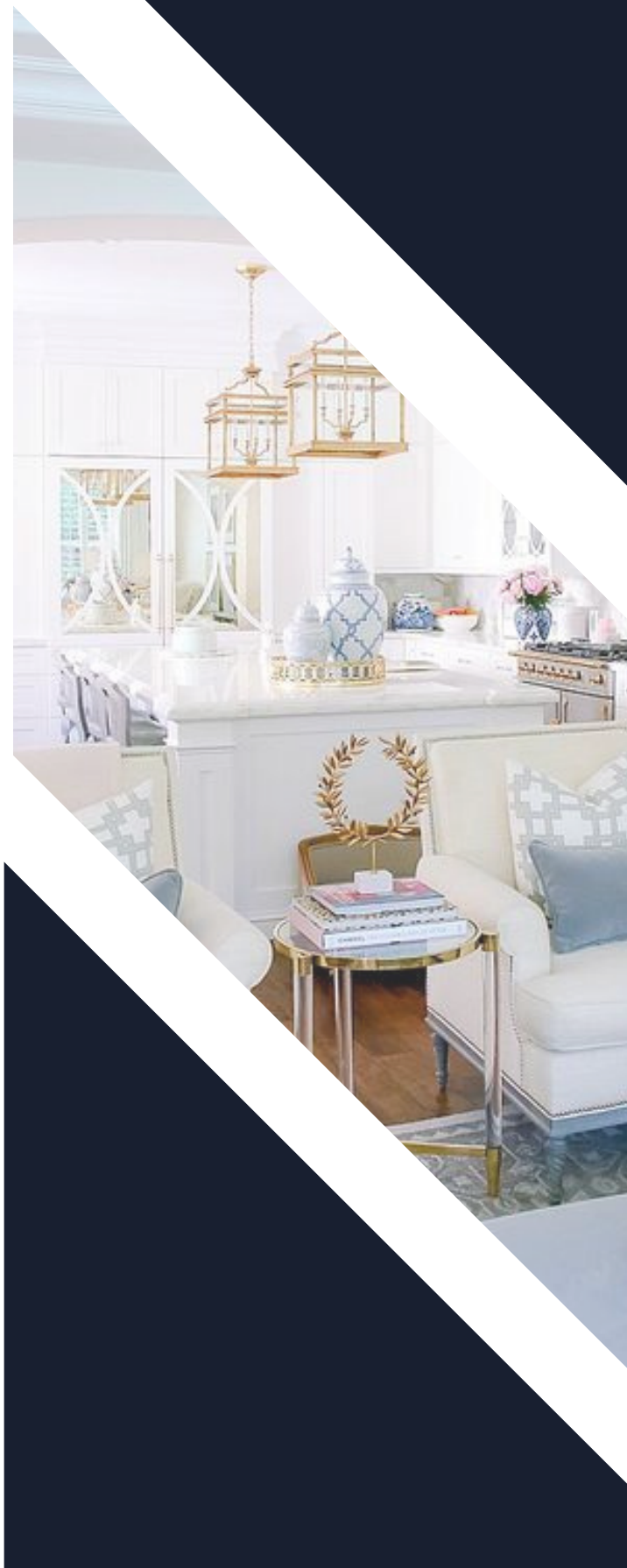
**RESULTS DELIVERED** the main thing that sets us apart is that we get it done! Validated by thousands of happy clients and valued, life-long relationships.



# HOW IT WORKS

## WHEN SELLING WITH US

- #1 INITIAL VISIT** Getting acquainted with you and your home.
- #2 MARKETING PLAN** We will present a customized plan along with marketing pieces that will showcase your home to buyers.
- #3 PRICE EVALUATION** We will help you set a price based on a complete understanding of the local market.
- #4 RECOMMENDATIONS** We may suggest simple ways to make your home marketable and attract a better price.
- #5 HOME PROTECTION PLAN** The benefits of providing home warranty coverage as an incentive to buyers for repair or replacement of your home's operating systems and appliances are explained to you.
- #6 AMPLE SIGNAGE** A highly visible sign on your property and around your neighborhood are essential tools!
- #7 MULTIPLE LISTING SERVICES** Your property is entered into BOTH statewide MLS systems for a broad exposure and broker/agent access.
- #8 ONLINE MARKETING** Online buyers interested in your home can contact us immediately to arrange appointments or ask questions.
- #9 OPEN HOUSE** We will schedule open houses and follow-up with clients by phone and email.
- #10 FINANCING SHEET** A customized handout lists multiple financing options, showing buyers how affordable your home can be within their budget.
- #11 MORTGAGE PRE-APPROVAL** We will provide buyers that have a mortgage pre-approval, so you can have confidence in their ability to complete the purchase of your home.



# HOW IT WORKS

## WHEN SELLING WITH US

**#12 FOLLOW UP/FEEDBACK** We will report to you on progress and convey responses from prospective buyers and brokers who have seen your home.

**#13 RELOCATION ASSISTANCE** If you are leaving the area, we can make a connection for you with a fantastic eXp Realtor®.

**#14 PERIODIC REVIEW** As a part of the sales process, we will continue to analyze local market activity and make recommendations about fine-tuning the marketing and pricing of your home

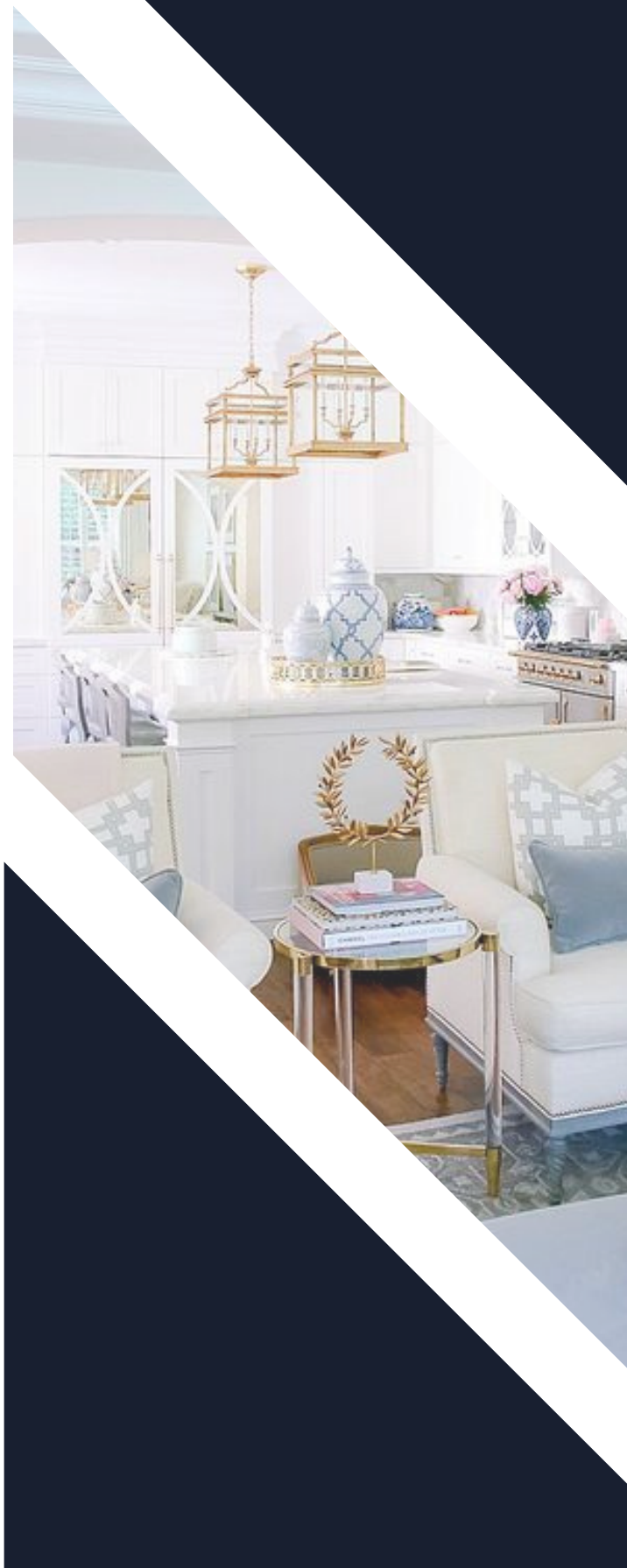
**#15 OFFER MADE** We will advise you of all offers and help you negotiate any counteroffers you may make.

**#16 AGREEMENT** Working with us, you and the buyer agree on a price and terms, including a closing date.

**#17 INSPECTIONS AND FOLLOW UP** We will keep you up-to-date on pre-closing inspections and negotiate all issues to bring your sale to final closing/settlement.

**#18 MORTGAGE COMMITMENT** You will receive a confirmation directly from us. Closing/settlement date and location are confirmed.

**#19 AT THE CLOSING TABLE** Adjustments are made for miscellaneous items (i.e. taxes, utilities). Once you are paid, you will relinquish the title/deed and keys.





# THE PSYCHOLOGY OF REAL ESTATE

## AND WHY IT MATTERS

Selling a home can be complicated, overwhelming, stressful, scary...or all of the above. Let us guide you through the emotional roller-coaster that may be keeping you away from or fearful of selling. With every sale is a loss - loss of a home loaded with memories, of a roommate, of a certain lifestyle, of a city in which you've grown fond, etc. While those losses may open up the opportunity for exceeding joy ahead, we take seriously the deep-rooted emotion that comes with letting go of a piece of your story and recognize that the decision to sell your home extends far beyond finances. With a certified Grief Recovery Specialist and Emotional Health expert on our team, we are thrilled to walk alongside you during this next chapter of your story, understanding the difficulty and loss that may accompany the excitement of a successful sale.