

SONG

— REAL ESTATE TEAM —

BUY.
SELL.
INVEST.

Your
Home
Selling
Team

Hybrid
Real Estate

 SONG
REAL ESTATE TEAM

WELCOME TO THE SONG REAL ESTATE TEAM





WE ARE HONORED

and grateful that you have entrusted the Song Real Estate Team with assisting you with your real estate needs. Our team has a combined 45+ years of real estate experience. Every single member is driven to provide the highest quality real estate services they possibly can to you in a professional and courteous manner.

Our team strives to reward motivation and creativity while enhancing consumer satisfaction to ensure repeated business for years to come.

We have put this magazine together for your convenience and hope that the information enclosed will serve as a resource to you and yours as you begin the process of selling your house.

Rest assured, we will be in constant contact with you every step of the way. We are here to answer all your questions, and we promise to provide exceptional service, customized to your satisfaction and needs.

A substantial portion of our real estate business is generated from past clients and referrals from satisfied customers just like you. We hope as we walk you through the selling process, you can recognize the unparalleled service our team will provide to you and that you will recommend us to your friends, family, and co-workers.

Thank you for the opportunity to earn your business,

The Song Real Estate Team

Priscilla Mitchell

ARICA MITCHELL

Realtor® & CEO of the
Song Real Estate Team

Arica is an educated professional who has successfully negotiated hundreds of real estate transactions in the local area over the last 14 years. Arica is an honest, hard-working individual who stands by her beliefs and personal ethics. Arica holds a Bachelors of Science Degree in Sports Management and a Minor in Marketing from York College of Pennsylvania. Arica received four years of grassroots leadership training while serving in the United States Air Force and consistently ranks amongst the top 1% of Realtors in Lane County. Arica is continually educating herself by attending various seminars and maintaining designations and certifications highly recognized amongst the real estate community.

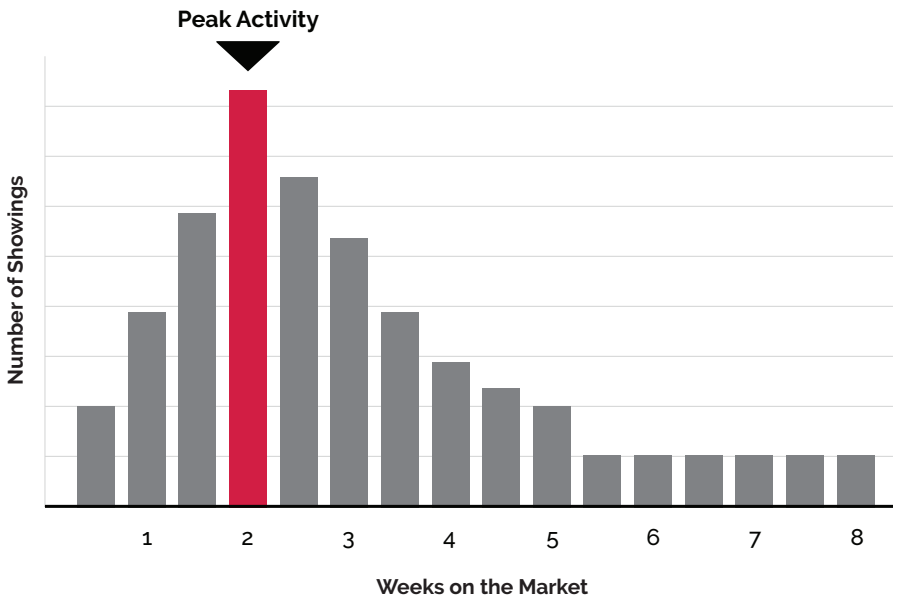
Arica is passionate about helping you sell your house. She is driven to get you the most money possible with the least amount of stress in the quickest amount of time.



WHAT DOES IT MEAN
TO SELL YOUR HOME
WITH US? A QUICK,
TOP-DOLLAR SALE.

PRICING

It is very important to price your property at a competitive market value at the signing of the listing agreement.



5 MAIN FACTORS IN THE SALE OF YOUR HOME





HIGH TECH & HIGHTOUCH MARKETING

PRICING YOUR HOME TO SELL!

Our listings sell twice as fast as the market average because they are priced right from the start. A quicker sale means more money in your pocket and fewer headaches. We do not make the market, we only interpret it. We will provide you a detailed market analysis based on our current market conditions. Upon review, we will discuss how to price your home to be in the market instead of the countless others that are rejected by buyers and end up losing money, day after day, week after week.

OUR TRACK RECORD

Ask us about our track record; it speaks volumes. We can provide you with a detailed spreadsheet of our team's last 12-month listing/sales history. In addition, you are welcome to visit [zillow.com](https://www.zillow.com) and read various customer reviews regarding our team.

NEGOTIATION SKILLS

Our listing agents have the confidence and experience you need to negotiate the best offer for your property. Our team has negotiated hundreds of local real estate transactions and have the knowledge to help you get your home sold.

RELIABILITY

We are here for you every step of the way. Our team will keep you informed on all facets of the listing process and communicate your options clearly and candidly. Your emails, text messages, and phone calls will be answered in a timely manner.

ATTENTION TO DETAIL

Keeping the details of a real estate transaction organized can be a daunting task. Our team is up for the challenge. Your property will have its very own personalized folder and contain current property information in it as we progress through the home selling process.

WHERE ARE THE BUYERS?

Did you know that more than 92% of homebuyers start their home search online? People are searching online to save gas and time! Many know the details of a property before they contact their Realtor for a showing appointment. Your property will be seen by more buyers in more places than any other firm in Lane County. Our website, [SongRealEstate.com](https://www.SongRealEstate.com), attracts over 6000 visitors a month and over 300 of these visitors leave their contact information and are potential buyers for your home. We follow up with these visitors on a daily basis!

INNOVATION & EXPOSURE IS IMPORTANT!

In addition to employing the basic methods of marketing such as posting real estate signs and using the Residential Multiple Listing Service, our listing agents spend a great deal of time using cutting edge technology to market your property. Our innovative marketing plan will expose your property to not just buyers, but the right buyers. Your buyers!



It all comes together with our complete marketing system:

- Strategic price positioning
- Massive exposure
- Home staging consultation, if applicable
- Professional photography
- Yard sign
- Professional, color property flyers
- Featured listing on websites
- Centralized showing service
- Company radio ads
- Open houses
- Two high-traffic commercial locations to better serve you
- Social media strategy
- Strategic online presence
- Broker to broker marketing
- Monthly past client e-newsletter
- Drone photography, if applicable
- Listing marketing in residential MLS
- Past client postcard campaign

facebook

Zillow

Pinterest

twitter

realtor.com

trulia

Google+

craigslist

YAHOO!

YouTube

active rain

• LOCAL NEWSPAPERS & DIGITAL MEDIA

WE WILL HELP YOU EVERY STEP OF THE WAY



APPROXIMATE SELLING COSTS



- 6% Real Estate Brokerage Commission (3% typical Buyer Brokerage fee + 3% typical Listing Brokerage fee)
- Possible inspection issues/repairs
- Your Mortgage pay-off
- Title and other closing fees (Approx. 1% of the sale price)
- Moving Costs

(All information is approximate and to be used as a guide only.)

TIPS TO SELL YOUR HOME



1. Remove all clutter from each room to visually enlarge them.
2. Keep the yard mowed, raked, fertilized, edged, and watered at all times.
3. Remove all toys, unsightly patio furniture, trash, etc., from the yard.
4. Lay out fresh bark mulch in your yard.
5. Shampoo all carpets and vacuum them daily.
6. Leave all bedroom doors open and lights on before a buyer views your home.
7. Put all unnecessary items in storage or invest in under-the-bed storage.
8. Light a wickless candle 20 minutes before showing and place it in an out of sight area in the kitchen.
9. Remove all refrigerator magnets.
10. Expand your counter space by removing small appliances and un-needed items.
11. Remove all smoke, pet, and unpleasant odors from home.
12. Paint all inside walls off-white or a light khaki color. Use two or more coats to cover bold, bright or dark walls.
13. Removing old wallpaper is strongly recommended.
14. Invest in a new doormat.
15. Ensure the exterior of your home is free of peeling paint.
16. Install smoke alarms and CO2 detectors as needed.
17. Ensure your water heater is strapped properly.
18. Replace burnt out light bulbs.

CLIENT TESTIMONIALS



"I am highly likely to recommend Arica Mitchell to anyone looking for an agent. She was very responsive and knowledgeable. She helped us sell a home we weren't living in while we lived in another town and the process went very smoothly."

- Nicole K.

"I've bought and sold a house with Arica! She is such an amazing person and knows the ins and outs of this business.

I always felt comfortable with her, and she was awesome about explaining stuff I didn't quite understand. I am 100% going to use her again when we buy another house!"

- April M.

"Arica was great from start to finish. She worked with me from out of state to sell the property of a deceased relative. She helped me get the property cleaned up, hired people to make repairs, got me 20% over the asking price, and the money from the sale was in my account a week to the day from when we LISTED it. Very quick sale! I'd use her again in a second."

- Carolyn V.

"I highly recommend Arica! I live out of town and had to sell my father's house. She had a buyer the first day, and we handled all communication online and by phone. She always got back to me immediately and had answers to all my questions. Arica works extremely hard and gets results. I would highly

recommend her, and she will be my first call if I need a realtor again."

- Sharon S.

"Fabulous!!! It took me more time to choose an agent than to sell my house. Arica is EXCELLENT at marketing. She has a degree in sports marketing, and she has translated that into real estate sales. We had 8 showings and 4 offers – 2 at FULL PRICE – within two weeks of listing my home in Elmira, Oregon. If you are in the Veneta-Elmira area or rural West Lane County, absolutely go with Arica of Song/Hybrid Real Estate. I can't say enough positive things about her. She was easy to contact and a real go-getter. Her listings SELL."

- Karen K.



Hybrid
Real Estate

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Each office is independently owned and operated.

