
getting you to SOLD.

'love where you live'



Wilson Group Real Estate
wilsongrouprealestate.com

a little bit about us.

Wilson Group Real Estate is Nashville's premier boutique real estate firm. We specialize in working with buyers and sellers for housing, investment and commercial needs, as well as offering a full service property management division for your investments. Owned and operated by Christie Wilson since 2007, the firm was founded in 1988 by her late father, Hal Wilson. Our company is deeply woven into the fabric of this vibrant community, actively engaging in initiatives that uplift, support, and enrich the lives of our fellow Nashvillians.

- 90+ full-time real estate professionals
- 2 locations: Sylvan Park & Green Hills
- Named among the 'Top 25 Woman Owned Businesses' and 'Top 25 Residential Real Estate Firms' by the Nashville Business Journal
- Named one of the 'Best Places to Work' and 'Best in Business' by the Nashville Business Journal

Our mission is to provide excellent service and expertise by navigating our clients through a successful real estate transaction with knowledge, professionalism and fun.

since 1988.

the home selling process.

We recognize that selling a home is an exhilarating and emotional event, and we prioritize delivering individualized attention every step of the way. Our dedicated team collaborates closely with homeowners to craft a tailored marketing plan that caters to their specific needs. From strategically pricing the listing to expertly navigating the settlement process, we leverage our unparalleled expertise to ensure a speedy sale at the best possible price. Trust us to make your home-selling experience exceptional.

selling simplified.

- Initial Real Estate Consultation: Determining Your Needs & Goals
- Tour The Home
- Review Area Comps / Market Analysis
- List Cost Effective Repairs / Improvements
- Determine Asking Price
- Draw Up Listing Agreement and Required Disclosures

- Professional Photos Taken
- Sign and Lockbox Placed
- Home Listed on MLS / Realtracs
- Marketing Materials Prepared + Launched
- Showing Instructions Put In Place and Showings Begin
- Receive Offer(s)
- Negotiate / Counter Offer
- Offer Accepted & Bound!

- Property Inspections, Title Insurance Ordered, Buyer's Mortgage Appraisal Performed
- Buyer Mortgage Approval
- Pack, Schedule Movers, Contact Utility Companies, Etc
- Buyer's Final Walk Through
- Attend The Closing + Sign
- Funds Go Through / New Deed Recorded

SOLD!



prepping your home.

The power of a first impression cannot be underestimated when it comes to capturing a buyer's interest. It is crucial to establish a welcoming and inviting atmosphere to maximize your chances of success. To help you achieve this, consider implementing the following suggestions:

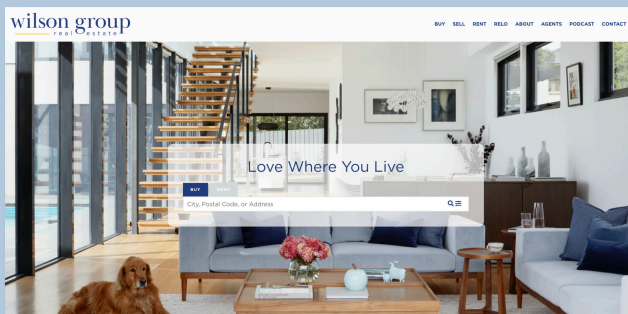


- **DECLUTTER + ORGANIZE:** Remove excess belongings and tidy up each room.
- **DEEP CLEAN:** Thoroughly clean all areas, including floors, windows, and appliances.
- **REPAIRS + MAINTENANCE:** Address any visible issues like leaky faucets, squeaky doors, or chipped paint.
- **NEUTRALIZE COLORS:** Consider repainting walls with neutral tones to appeal to a wider range of potential buyers.
- **ENHANCE CURB APPEAL:** Trim bushes, mow the lawn, and plant flowers to make the exterior of the home more inviting.
- **IMPROVE LIGHTING:** Maximize natural light and ensure all fixtures are clean and in good working condition.
- **DEPERSONALIZE:** Remove personal photos and items to allow potential buyers to envision themselves in the space.
- **UPDATE HARDWARE + FIXTURES:** Replace outdated hardware such as doorknobs, faucets, and light fixtures to give the home a fresh and modern feel.
- **FLOORING REFRESH:** Clean or replace carpets and refinish or polish hardwood floors to make them look their best.
- **ENHANCE STORAGE:** Organize closets and storage spaces to showcase their potential and create a sense of ample storage.
- **HIGHLIGHT ARCHITECTURAL FEATURES:** Showcase unique architectural elements like fireplaces or crown moldings with appropriate lighting and decor.

marketing plan.

The successful launch of your listing is critical in getting you to SOLD.

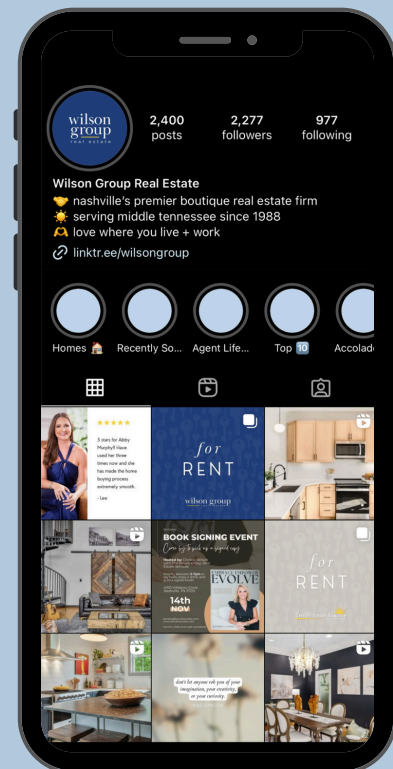
- Accurately price your home
- Take high quality professional photographs
- Video, virtual tour and drone images when recommended
- Create a high quality & on point marketing brochure
- Execute an effective social media marketing plan
- Advertise on the MLS (realtracs.com) and all major home search sites
- Agent-to-agent networking
- Broker Opens/Open Houses when recommended
- Email marketing campaigns to thousands of local Realtors



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seller's net sheet:

NAME _____

ADDRESS _____

CITY | STATE | ZIP _____

FINANCIAL INFORMATION

CLOSING DATE _____ SALES PRICE _____ SALES TYPE _____

OUTSTANDING LOAN

1ST MORTGAGE: \$ _____

2ND MORTGAGE: \$ _____

OTHER COSTS

SELLER PAID BUYER COSTS \$ _____

SETTLEMENT / CLOSING FEE \$ _____

PROCESSING FEE \$ _____

TITLE INSURANCE \$ _____

HOME WARRANTY POLICY \$ _____

HOMEOWNER ASSOC FEE \$ _____

DOC PREP FEE / ATTORNEY \$ _____

SPECIAL ASSESSMENTS \$ _____

HOA TRANSFER FEE \$ _____

MISCELLANEOUS COSTS

EXPENSE

AMOUNT

TOTALS

TOTAL COSTS: \$ _____

NET PROCEEDS: \$ _____

moving checklist:

- Sort, purge, pack and label
- Buy supplies: tape, bubble wrap, boxes, etc
- Create a moving binder: keep track of estimates, receipts, and an inventory of items
- Organize school records if transferring school districts
- Take measurements to make sure furniture will fit
- Choose your mover and confirm the arrangements
- Separate valuables so as not to get lost in the move
- Submit change of address online or at the post office
- Notify important parties of the address change: banks, employers, subscriptions, etc
- Arrange to be off from work on moving day
- Recruit family and friends to help
- Double-check the details with moving company, storage facility, etc
- Transfer utilities
- Connect TV and internet
- Change your locks
- Set up your home security system
- Test your smoke detectors and all other important mechanics