

Listing your Home

With **S²** HOME PARTNERS
— SARAH FULLER & SARAH LUTHER —



EXPERT MARKETING WITH
PERSONALIZED SERVICE TO
ACHIEVE EXCEPTIONAL
RESULTS FOR YOUR SALE.





Hello,

IT'S NICE TO

MEET YOU!

Our mission at S² Home Partners is to redefine your selling experience. We're committed to leveraging our in-depth market knowledge, cutting-edge marketing, and unwavering dedication to not only meet, but exceed your expectations. We're here to help you unlock your home's true potential and achieve the best possible outcome.

**OUR PROMISE IS CLEAR: TO SELL YOUR HOME
EFFICIENTLY AND FOR ITS MAXIMUM VALUE.**

We don't believe in simply putting a sign in the yard and waiting for a buyer. We work alongside our sellers to prepare their homes for the market—from paint touch-ups and cleaning to landscaping, pressure washing, trusted vendors, and the details that help a property make its best first impression.

With two dedicated Realtors® in your corner, our goal is simple: to make you feel supported, informed, and confident throughout the entire process. We don't just list your home. We partner with you to get it SOLD.

Sarah Fuller | Integrity One Properties | 434-713-1221

Sarah Luther | Momentum Realty | 850-328-9800



WHO WE ARE

S² Home Partners

Sarah Fuller & Sarah Luther

At S² Home Partners, we believe real estate is more than a transaction—it's a partnership.

As wives and moms of three, we understand that selling a home isn't just about a property. It's about your family, your finances, the memories you've made, and the chapter you're stepping into next. That's why we believe you deserve more than a Realtor® who simply puts a sign in the yard.

Together, we created our signature **FIX. LIST. SOLD.**™ strategy to help our sellers confidently prepare, position, market, and sell their homes. We focus on the details that matter—from pricing and presentation to strategic, next-level marketing designed to give your home the exposure it deserves.

Most importantly, we're not afraid to roll up our sleeves and get to work alongside you. Whether we're helping prepare your home for the market, connecting you with trusted professionals, developing your marketing strategy, or negotiating on your behalf, you'll have two dedicated Realtors® in your corner from start to SOLD.

Two Sarahs. One partnership. A better way to sell your home.



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WHO YOU WORK WITH MATTERS:



Experience You Can Trust

What 14+ Years of Experience Means for YOU

In real estate, the agent you choose isn't just a guide; they're your advocate, strategist, and trusted advisor. This is precisely why who you work with truly matters. With us, you get partners that truly care about their clients.

With over 14 years of dedicated experience in the real estate market, our partnership brings a depth of knowledge and a proven track record that few can match. This isn't just about years in the business; it's about navigating countless market shifts, understanding intricate legalities, mastering negotiation tactics, and consistently delivering exceptional results for our clients.



OVER 2200
HOMES SOLD



FAST RESPONSE
TIME



NEGOTIATION
EXPERTS



NETWORK OF
EXCELLENCE

- Unrivaled Market Insight: We possess a profound understanding of local market trends, property values, and buyer psychology, ensuring your home is priced and positioned perfectly.
- Expert Negotiation Skills: Years of closing deals means we know how to secure the best terms and highest price for your property, protecting your interests at every turn.
- Problem-Solving Prowess: We've seen it all. Our extensive experience equips us to proactively anticipate and smoothly resolve any challenges that may arise during the selling process.
- A Network of Excellence: Over the years, we've built strong relationships with trusted professionals – from lenders and inspectors to contractors – providing you with valuable resources.
- Peace of Mind: Knowing you have seasoned professionals by your side, with a history of success, allows you to relax and feel confident throughout your entire home selling journey.

S² HOME PARTNERS

— SARAH FULLER & SARAH LUTHER —

The FIX. LIST. SOLD.™ Strategy

FIX. Prepare your home.

LIST. Position + market your home.

SOLD. Negotiate + navigate to closing.

THE FIX.

Before we list, we get to work.

We believe the work you do before your home hits the market can make all the difference in how buyers see it—and ultimately, how it sells. We will provide

THE LIST.

Price. Presentation. Marketing.

Prepared with intention. Positioned with strategy.

Marketed to stand out.

THE SOLD.

From offer to closing, we're still working.

Getting an offer is exciting—but our job isn't finished when a buyer says yes.

From there, we stay actively involved through:

- Offer analysis & negotiation • Contract timelines •
- Inspections • Repair negotiations • Appraisal •
- Contingencies • Buyer financing milestones •
- Communication & coordination • Final walkthrough •
- Closing day



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S² HOME PARTNERS

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The FIX. LIST. SOLD.™ Strategy

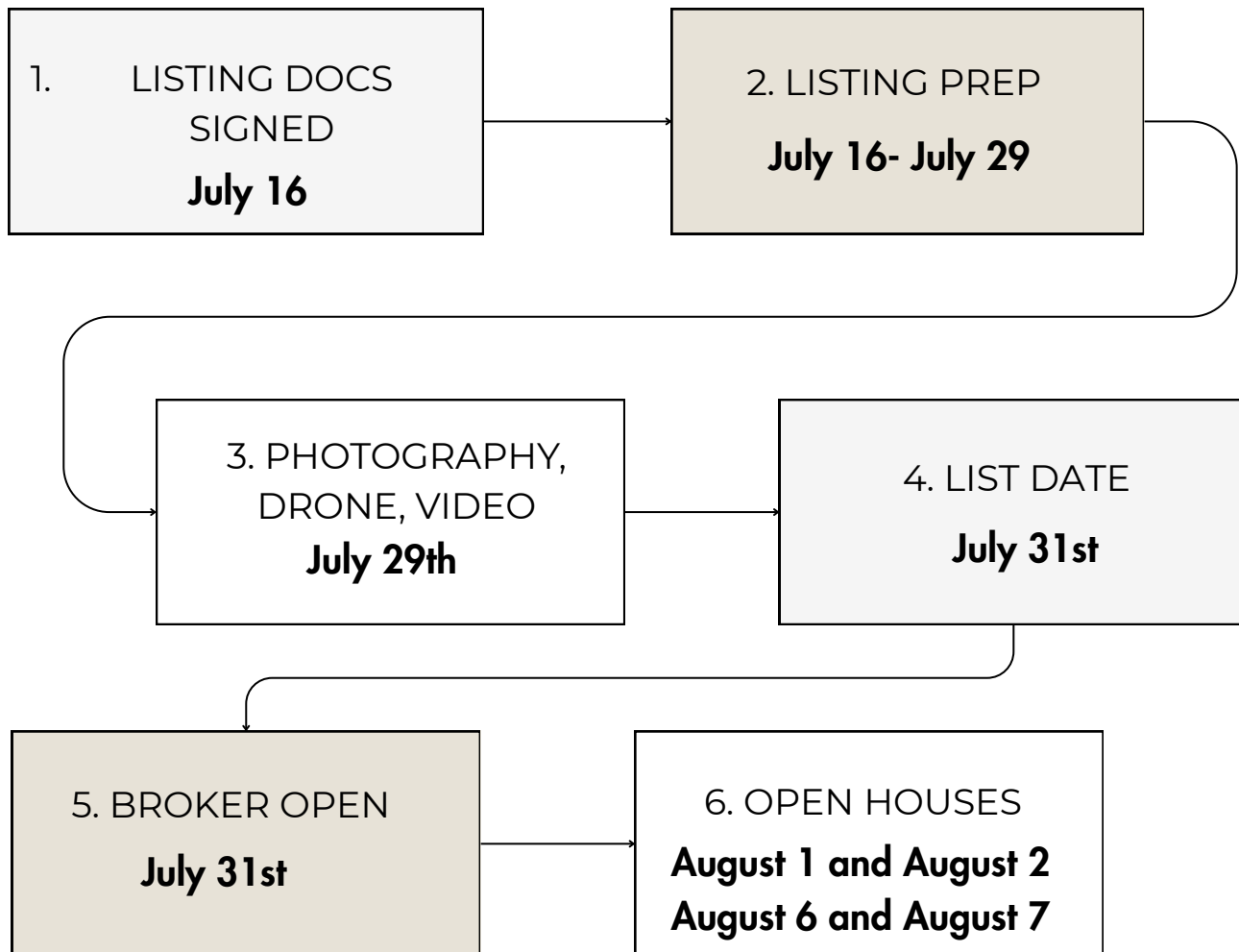
Pre-List Checklist:

- Landscaping
- Pressure Washing
- Deep Cleaning
- Carpet Cleaning
- Install Door Knobs
- Cabinet Pulls Added
- Lighting Fixtures
- Outlet Covers Updated
- Paint Vent Registers
- Oil Kitchen Cabinets
- Paint Front Door
- Paint Mail Box
- Staging
- HVAC Quote For Replacment
- Water Heater Replacement
- Interior Paint
- Deck On Back Area
- Lattice For Trash Can Area



IF WE FINALIZE A LISTING AGREEMENT TODAY, HERE'S A REALISTIC TIMELINE OF EVENTS

YOUR PERSONALIZED TIMELINE OF EVENTS



IF WE START THE PROCESS TODAY...

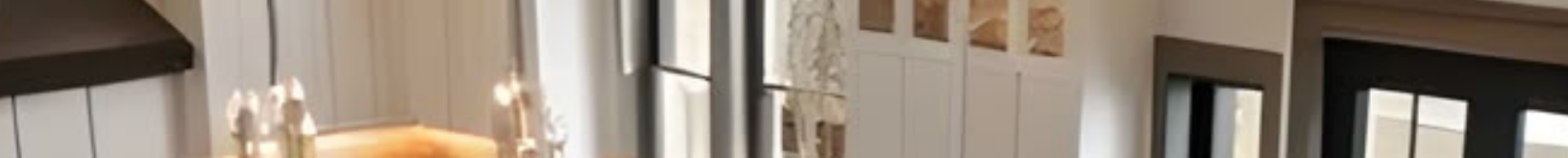
Listing Your Home:

We Can Have It Active on the Market By **July 31st**.

Sale Timeline:

Given the current market conditions, we could secure an accepted offer within 14 to 21 days of going live.

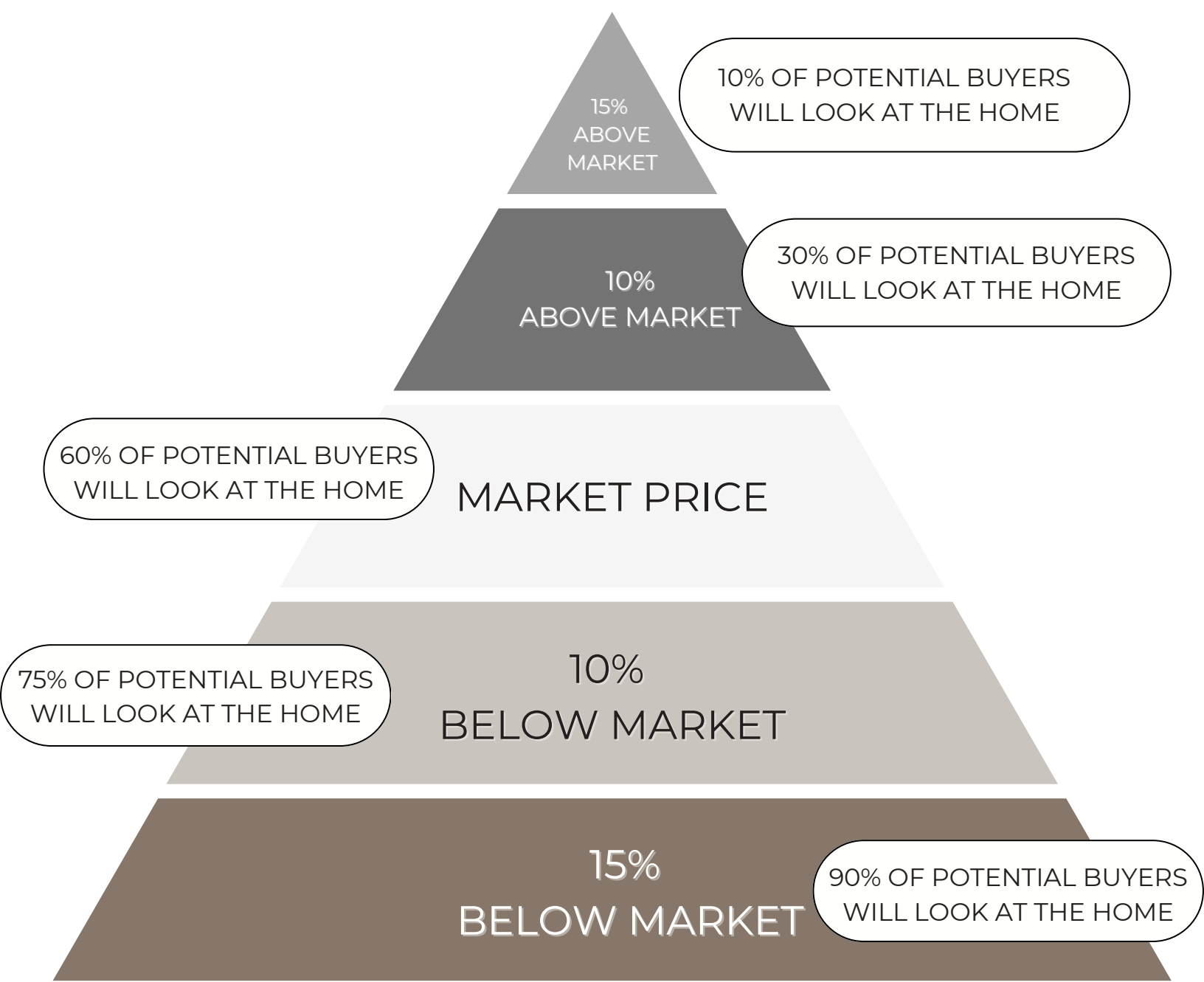
ESTIMATED CLOSING: YOUR HOME COULD BE SOLD
AND CLOSED WITHIN 2-3 MONTHS FROM TODAY



IMPACT OF PRICE ON VISABILITY

UNDERSTANDING THE PRICE PYRAMID

OUR PRICING PYRAMID



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DON'T LET YOUR LISTING GO STALE: OUR PROACTIVE APPROACH

In today's dynamic real estate market, time is of the essence. A listing that sits too long without significant activity can quickly become "stale," leading buyers to wonder what might be wrong with the property and often resulting in lower offers. We believe in a proactive, data-driven approach to ensure your home remains competitive and sells for its maximum value.

HERE'S HOW WE KEEP YOUR LISTING FRESH AND ENGAGING

14-Day Evaluation & 4-Point Check: We don't wait for problems to arise. Every 14 days, we conduct a thorough evaluation of your listing's performance using our exclusive 4-point check:

1. **Online Engagement:** How many views, saves, and inquiries is your listing generating across all platforms?
 2. **Showings & Feedback:** What's the volume of showings, and what specific feedback are we receiving from agents and buyers?
 3. **Market Activity:** What are comparable homes in your area doing? Are new listings hitting the market, or are properties selling quickly?
 4. **Buyer Sentiment:** Are there any shifts in overall buyer interest or financing trends that could impact your home?
- **Data-Driven Adjustments:** Our evaluations aren't just for show. We analyze the data from our 4-point check to make informed decisions. If the data suggests a need for a change, we'll recommend precise adjustments to your marketing strategy, presentation, or even the listing description to reignite buyer interest.
 - **Flexible Pricing Strategy:** The market is constantly in motion. We work with you to develop a flexible pricing strategy that adapts to current conditions and buyer feedback. This isn't about simply lowering the price, but rather strategically positioning your home to attract the right buyers at the right time.
 - **Ongoing Communication:** You'll never be left in the dark. We commit to transparent, ongoing communication, providing regular updates on your listing's performance and discussing any recommended adjustments. Our goal is to ensure you're always empowered to make the best financial decision.

OUR PROACTIVE APPROACH ENSURES YOUR HOME ALWAYS STANDS OUT, ATTRACTING THE WIDEST POOL OF QUALIFIED BUYERS AND PREVENTING YOUR LISTING FROM EVER GOING STALE.

IN TODAY'S COMPETITIVE REAL ESTATE MARKET, A ROBUST AND STRATEGIC MARKETING PLAN IS ESSENTIAL TO ATTRACT THE RIGHT BUYERS AND ACHIEVE A SUCCESSFUL SALE. WE WILL LEVERAGE A MULTI-FACETED APPROACH TO SHOWCASE YOUR HOME'S UNIQUE FEATURES AND REACH A WIDE POOL OF POTENTIAL BUYERS.



REACHING YOUR IDEAL BUYER: A COMPREHENSIVE MARKETING STRATEGY

3 Point Marketing system

Print Marketing: Targeted Impact, Tangible Results. Our strategic print marketing initiatives are designed to reach specific audiences with a tangible, lasting impression. We leverage high-quality materials and targeted distribution to ensure your property stands out in a crowded market, creating a sense of exclusivity and generating genuine interest.

Digital Marketing: Maximizing Online Exposure, Driving Qualified Leads. Our comprehensive digital marketing strategy ensures your home is seen by the right buyers, at the right time. We utilize cutting-edge technology and targeted online campaigns to maximize exposure across major real estate platforms and beyond, driving qualified leads directly to your listing and creating a dynamic online experience.

Social Media Marketing: Connecting with Buyers, Building Buzz. Our social media marketing strategy is designed to build buzz, connect with potential buyers, and generate excitement around your listing.



MARKETING TOUCHPOINTS

ALL THE TOOLS WE USE TO GET YOUR HOME THE ULTIMATE MARKET EXPOSURE

PROFESSIONAL PHOTOGRAPHY

PRE LISTING MARKETING

OPEN HOUSE

OVER 900 WEBSITES

BROKERAGE WEBSITE

EMAIL MARKETING

YOUTUBE

SIGNAGE

BILLBOARD

NEIGHBORHOOD MAILER

NETWORK ANNOUNCEMENT

DIGITAL FLYER

DIGITAL FLOOR PLAN

VIRTUAL HOME TOUR

LAUNCH LISTING TO NEIGHBORS

CUSTOM BROCHURES

FACEBOOK GROUPS

SOCIAL MEDIA STORIES

LOCAL BUSINESSES

BLOG

MLS

POSTCARDS

NEIGHBORHOOD HOA

DOORHANGERS

PHOTO BOOK

2% PRINT ADVERTISING

4%

YARD SIGN/OPEN HOUSE

3%

KNEW THE SELLER

8%

FRIEND, FAMILY OR
NEIGHBOR

6%

HOME BUILDER

28%

REAL ESTATE
AGENT

52%

INTERNET

S² HOME PARTNERS
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HOME
BUYING
TODAY

WHERE BUYERS FOUND THE
HOME THEY PURCHASED



MARKETING DEEP DIVE

A LOOK AT OUR 3 POINT
MARKETING SYSTEM

INTERNET EXPOSURE

- ENSURE MAXIMUM ONLINE EXPOSURE
- LIST ON LEADING REAL ESTATE WEBSITES
- UTILIZE BROKERAGE WEBSITE
- UTILIZE SOCIAL MEDIA PLATFORMS
- IMPLEMENT FACEBOOK GROUPS AND MARKETPLACE

NETWORKING AND AGENT OUTREACH

- LEVERAGE OUR EXTENSIVE NETWORK
- HOST OPEN HOUSE
- UTILIZE BUSINESS CONNECTIONS
- EMAIL MARKETING TO SPHERE
- ENGAGE IN PERSONAL OUTREACH
- LENDERS, INSPECTORS AND TITLE COS.

PHOTOGRAPHY, VIDEO AND VIRTUAL

- PROFESSIONAL PHOTOGRAPHY
- ENGAGING VIDEO TOURS
- LINKS IN STORIES
- SHOWCASE BEST FEATURES
- VIRTUAL TOUR
- VIRTUAL BLUEPRINT
- CREATE FIRST IMPRESSION





COMMUNITY ENGAGEMENT

- PROMOTE YOUR LISTINGS AT LOCAL EVENTS.
- GET INVOLVED WITH THE NEIGHBORHOOD HOA.
- UTILIZE LOCAL CONNECTIONS

PROFESSIONAL SIGNAGE

- INSTALL EYE CATCHING SIGN
- QR CODE SIGNS AND OPEN HOUSE
- BILLBOARD ON CATON FARM RD
- SOLAR LIGHTS ON ALL SIGNS

PRINT MARKETING

- DESIGN BROCHURES
- DISTRIBUTE POSTCARDS
- DISTRIBUTE BOOKLETS
- DIRECT MAIL CAMPAIGN

EXCLUSIVE SERVICES

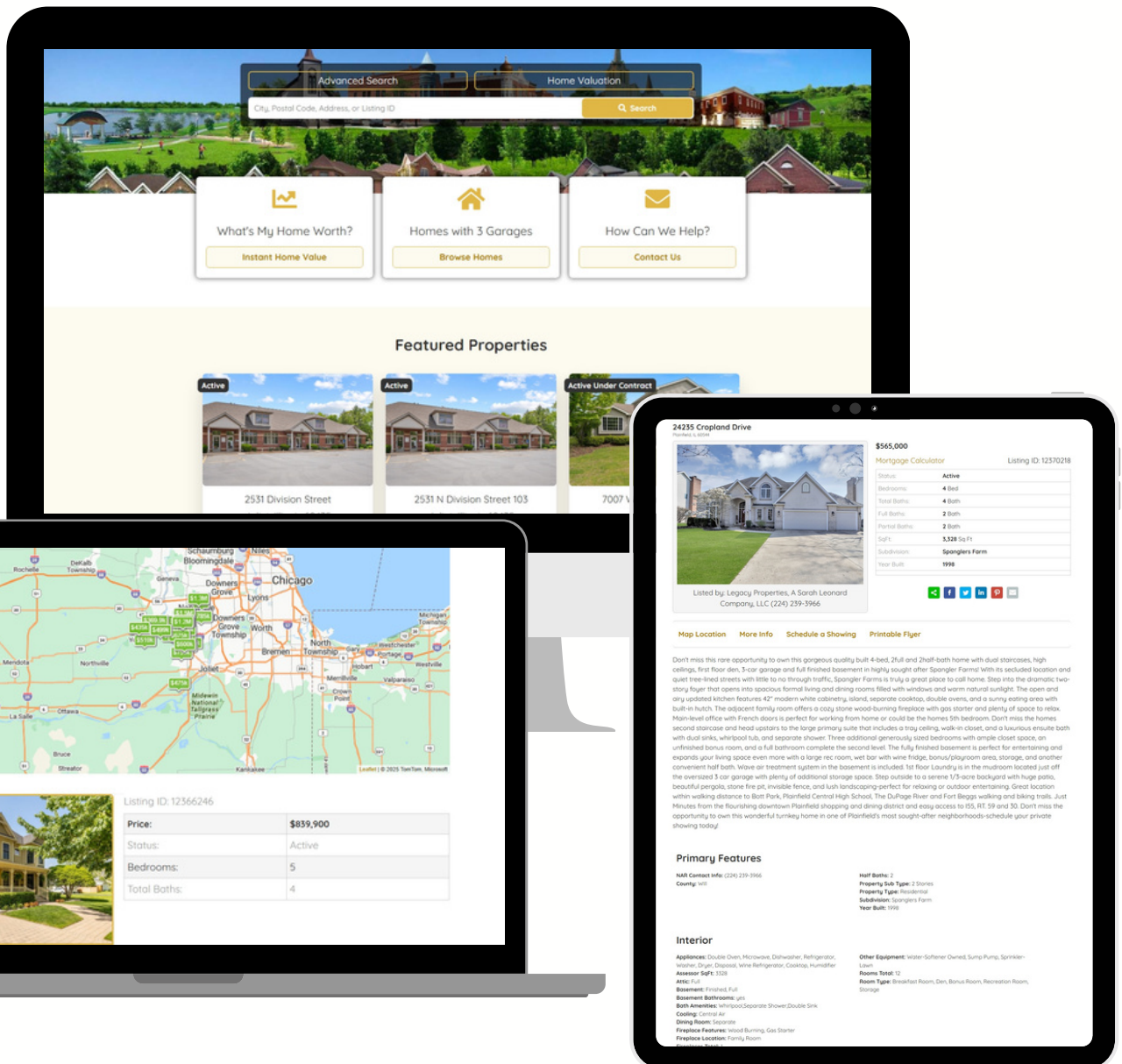
- PROVIDE WEEKLY MARKETING REPORT
- AVAILABLE TO SHOW YOUR HOME 7 DAYS A WEEK
- OPEN HOUSE UNTIL IT SELLS
- ENSURE YOUR HOME IS SHOW READY WITH TIPS AND TRICKS TO STAND OUT

WHEN IT COMES TO SELLING YOUR HOME, WE ARE COMMITTED TO GOING ABOVE AND BEYOND TO ENSURE EVERYTHING IS DONE CORRECTLY FROM THE START. WE OFFER INNOVATIVE, OUT-OF-THE-BOX MARKETING STRATEGIES THAT MANY REALTORS OVERLOOK. OUR APPROACH COMBINES A SMART MIX OF DIGITAL, SOCIAL, AND PRINT ADVERTISING, ALONG WITH TRADITIONAL METHODS LIKE DOOR KNOCKING AND OPEN HOUSES, TO MAXIMIZE YOUR HOME'S EXPOSURE. THIS IS A COLLABORATIVE EFFORT, AND WITH OPEN COMMUNICATION AND OUR DILIGENT WORK BEHIND THE SCENES, YOU CAN TRUST THAT YOUR HOME WILL RECEIVE THE ATTENTION IT TRULY DESERVES.

INTERNET EXPOSURE

MAXIMIZING YOUR HOMES ONLINE PRESENCE

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS 97% OF HOME BUYERS USED THE INTERNET IN THIER HOME SEARCH PROCESS.



TO CAPTURE THIS VAST ONLINE AUDIANCE, WE WILL LIST YOUR HOME ON MULTIPLE HIGH TRAFFICE REAL ESTATE WEBSITES:

- MLS (MULTIPLE LISTING SERVICE)
- ZILLOW
- REALTOR.COM
- TRULIA
- HOMES.COM
- REDFIN
- LOCAL BROKERAGE SITES
- CUSTOM WEBSITE

SOCIAL MEDIA STRATEGY

LEVERAGING SOCIAL MEDIA

OUR SOCIAL MEDIA STRATEGY IS UNLIKE MOST REALTORS, WE USE SOCIAL STORIES, GROUPS AND OUR OWN PLATFORM WITH HUNDREDS OF THOUSANDS OF IMPRESSIONS EACH MONTH TO ATTRACT BUYERS.



& MORE...



FACEBOOK

INSTAGRAM

TIKTOK

PINTEREST

YOUTUBE

EMAIL LIST

THREADS

WEBSITE

NEIGHBORHOOD SEARCH

GOOGLE

CLICK ADS

ZILLOW

ZILLOW SHOWCASE



PROFESSIONAL PHOTOGRAPHY

SHOWCASING YOUR HOMES BEST FEATURES

HIGH-QUALITY PHOTOS: THE KEY TO ATTRACTING POTENTIAL BUYERS
PHOTOS PLAY A CRUCIAL ROLE IN DRAWING POTENTIAL BUYERS TO YOUR HOME. IF YOUR IMAGES ARE DARK, CRAMPED, AND CLUTTERED, THEY WILL FAIL TO CAPTURE THE ATTENTION OF THOSE BROWSING HOMES ON WEBSITES AND SOCIAL MEDIA.

WHY PHOTOS MATTER

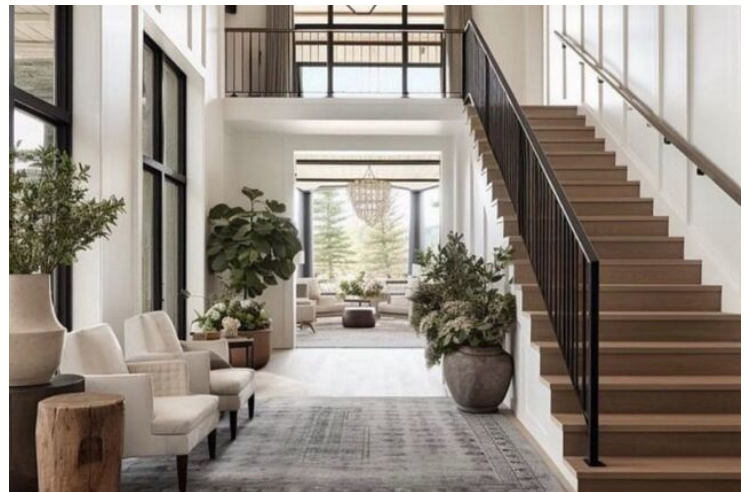
- 97% OF BUYERS FIND PHOTOS VERY USEFUL IN THEIR HOME SEARCH
- LISTINGS WITH HIGH QUALITY PHOTOS SELL 25% FASTER
- VIRTUAL TOURS CAN HELP PREQUALIFY BUYERS
- PROFESSIONAL VISUALS HELP BUYERS CONNECT EMOTIONALLY AND WANT TO THEN STEP FOOT INSIDE



OUR PROCESS

STEPS FOR PREPARING A PROPERTY LISTING

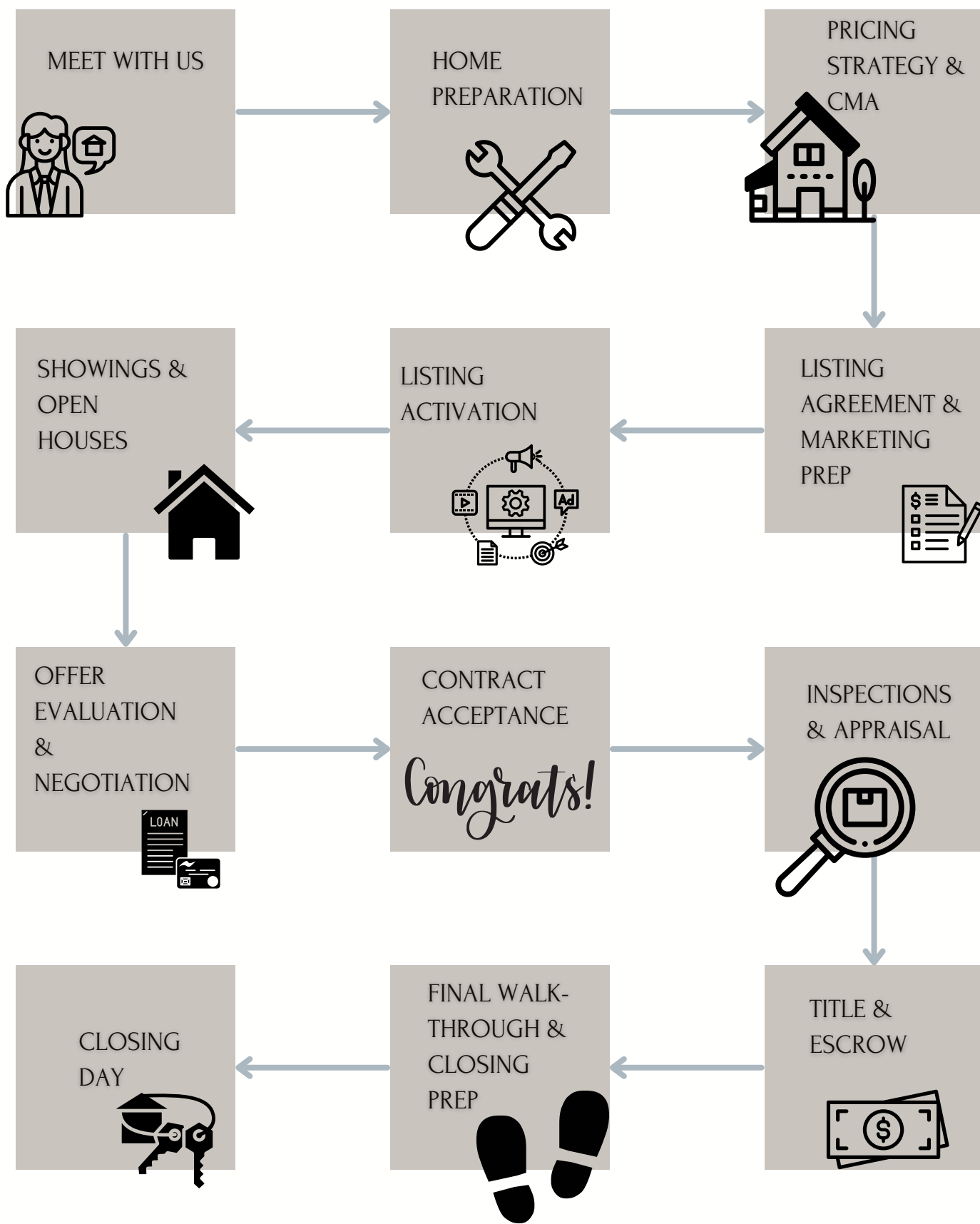
1. PRE-LISTING WALKTHROUGH
2. PROFESSIONAL PHOTOGRAPHY
3. VIDEO TOUR CREATION
4. EDITING OF MATERIALS
5. DEVELOPMENT OF A 3D FLOOR PLAN
6. REVIEW AND APPROVAL PROCESS
7. ADDITION TO THE LISTING



ALSO INCLUDED:

- DRONE PHOTOGRAPHY
- ZILLOW SHOWCASE ADDITIONS

HOME SELLERS TIMELINE



NAVIGATING OFFERS: SECURING THE BEST TERMS FOR YOUR HOME



WHEN EVALUATING OFFERS ON YOUR HOME, IT'S CRUCIAL TO LOOK BEYOND JUST THE TOP-LINE NUMBER. HERE ARE 10 KEY FACTORS TO CONSIDER:



INSPECTIONS

What is Included

Roof

Windows

Exterior

Basement

Foundation

Heating and Cooling

Plumbing

Electrical

Health and Safety

Appliances

Attic



FAQ

Inspection time frame is within agreed upon business days of signed contract. If the buyer would like anything addressed this can start another round of negotiations. The attorney review period is not over until this is agreed upon.

Costs

The Home inspection is up to the buyer to pay for. They may also choose to do a Radon, mold or lead base paint inspection during the inspection window.

What does As-IS mean

This means the buyer plans to still do an inspection but will not be asking for repairs. They can choose to void the contract within agreed upon business days if something arises that they do not approve of.

Home Appraisal



What Is A Home Appraisal?

A home appraisal is conducted by a neutral, licensed appraisal contractor to determine the fair market value of a home. After a buyer and seller agree to a price on a home, the appraiser is hired by the prospective lender to determine the home's value based on recent sales of comparable homes in the area, as well as the appraiser's judgement after an analysis of the property.

It's important to consider the difference between the appraised value and the market value of a property. While the appraised value can be seen as what a home is actually worth, the market value can be seen as the price that the property ultimately sells for, on the open market, based on supply and demand.

When the appraiser looks at the house, the value in his or her eyes may be considerably less. What's happened is that a demand bubble has driven the price artificially high. The appraisal puts a check on the market value, a warning to the lender to be wary of lending too much for the property. Ultimately, the appraised value is more important in whether the lender will agree to the loan and the deal can go forward.

Factors Appraisers Consider

Age and Condition: Newer, well-maintained components are always more valuable than older, worn-out ones.

Quality of Materials and Workmanship: High-quality materials and professional installation will contribute more value than budget-friendly options or DIY jobs.

Market Expectations: What is typical or expected for homes in your specific neighborhood? Over-improving for the area might not yield a full return.

Energy Efficiency: Newer systems (HVAC, windows) that offer energy savings are increasingly appealing to buyers and can positively impact value.

Functional Utility: Does the update improve the home's usability or livability?

Finished Basement: Adds valuable living space, but it's typically valued differently than above-grade square footage. Appraisers often assign a lower per-square-foot value

Bathroom Updates: Modern, clean, and functional bathrooms are highly valued.
Estimated ROI: Typically ranges from 45% to 75% of the cost.

Kitchen Renovation: Often considered the most impactful renovation. Appraisers look for updated appliances, countertops, cabinetry, and a functional layout.

Flooring Updates: New, consistent, and appealing flooring can significantly improve the perceived value and aesthetic. Hardwood is generally highly desirable.

HVAC System (Year of Installation): A newer, efficient HVAC system provides comfort and substantial energy savings, making the home more attractive.

Windows (Year of Installation): New, energy-efficient windows enhance curb appeal, reduce utility bills, and improve comfort.

Roof (Year of Installation): A new roof is a major selling point and can significantly reduce a buyer's immediate concerns about future expenses

Thank you



for the opportunity
to get your home sold!

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