

BLAIR PRIESTER
HOME SELLING

difference

PRE-LISTING GUIDE



Blair Priester

REALTOR®



kw
KELLERWILLIAMS.





I AM BLAIR PRIESTER, MA, REALTOR®

YOUR LOCAL REAL ESTATE EXPERT & RE WEALTH ADVISOR

Nice to "meet" you!

I have had a passion for real estate since my earliest years. While in college, I was employed with Coldwell Banker as a Listing Secretary and that was the beginning of my passion; at the age of 20 years old I purchased my first investment property with a school loan and ROTC scholarship capital. I then graduated from Undergrad with four investment homes. Over the past 16 years, I have been involved in real estate in some capacity and began productions in 2021. My diverse real estate background has given me the ability to assess any client's needs. My drive has earned me many awards including the Top Agents Award (representing the Top 5% of all Fayetteville Agents), KW Carolina Region 1st Rookie of the Year, KW Fayetteville Rookie of the Year, Top 20 Social Media, and Nominated Readers Choice Award "2022 Best Realtor". I have been featured on KU University and spoken on the Mega Agent Summit Panel. I am on ALC as the Keller Williams Diversity, Equity and Inclusion Chairman. I am also a US Veteran and Reservist. Most importantly, I feel blessed to work with amazing clients who become friends and a strong part of my referral network.

LET'S CONNECT

📞 910-361-1000

✉️ BLAIR@POSHHAUSREALTY.COM

🌐 WWW.POSHHAUSREALTY.COM

📘 FACEBOOK.COM/POSHHAUSREALTY/

📷 INSTAGRAM.COM/POSHHAUSREALTY/

IT'S ALL IN THE *numbers*

RESULTS DRIVEN

BLAIR PRIESTER STATS 2021

AVG. DAYS ON MARKET	AVG. LIST TO SALE PRICE RATIO	HOMES SOLD	MLS RANKING
2	103%	47	129/2458

STATS YEAR TO DATE (YTD) 2022

AVG. DAYS ON MARKET	AVG. LIST TO SALE PRICE RATIO	HOMES SOLD	MLS RANKING
3	105%	38	68/2749

**ON AVG. WE EARN OUR
SELLER'S 8% MORE**





MY

commitment



I DO REAL ESTATE DIFFERENTLY

I have one goal: **TO GIVE YOU A FULL-SERVICE WHITE GLOVE EXPERIENCE!** As a Top 5% Realtor and multimillion dollar producer, I will bring you a modern and forward-thinking experience that will make you a client for life. Consider me your personal home concierge: Hand me the keys and I do the rest!

COMMITTED SERVICE

I promise to give you the level of service you deserve starting on the day you put your faith in me to sell your property. I am committed to providing you with the very best in professional and individualized service.

MANAGING DIFFICULT CONVERSATIONS

When selling a house negotiating is required. I will serve as your mentor and liaison throughout the whole process. I will handle negotiating and pricing modifications to help you secure the best price and schedule all necessary repairs.

BEHIND YOU

As a seller's agent, I will look out for your best interest. With my vast knowledge, experience in the local market and understanding of how to value to your home, I will make sure to price your home competitively and gain you the most amount of money in the shortest period of time.

ONGOING COMMUNICATION

I will go over the specifics of how I operate and what you may anticipate working with some of my assistants throughout the process. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

PROBLEM SOLVER

Throughout the entire home-selling process, I will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.

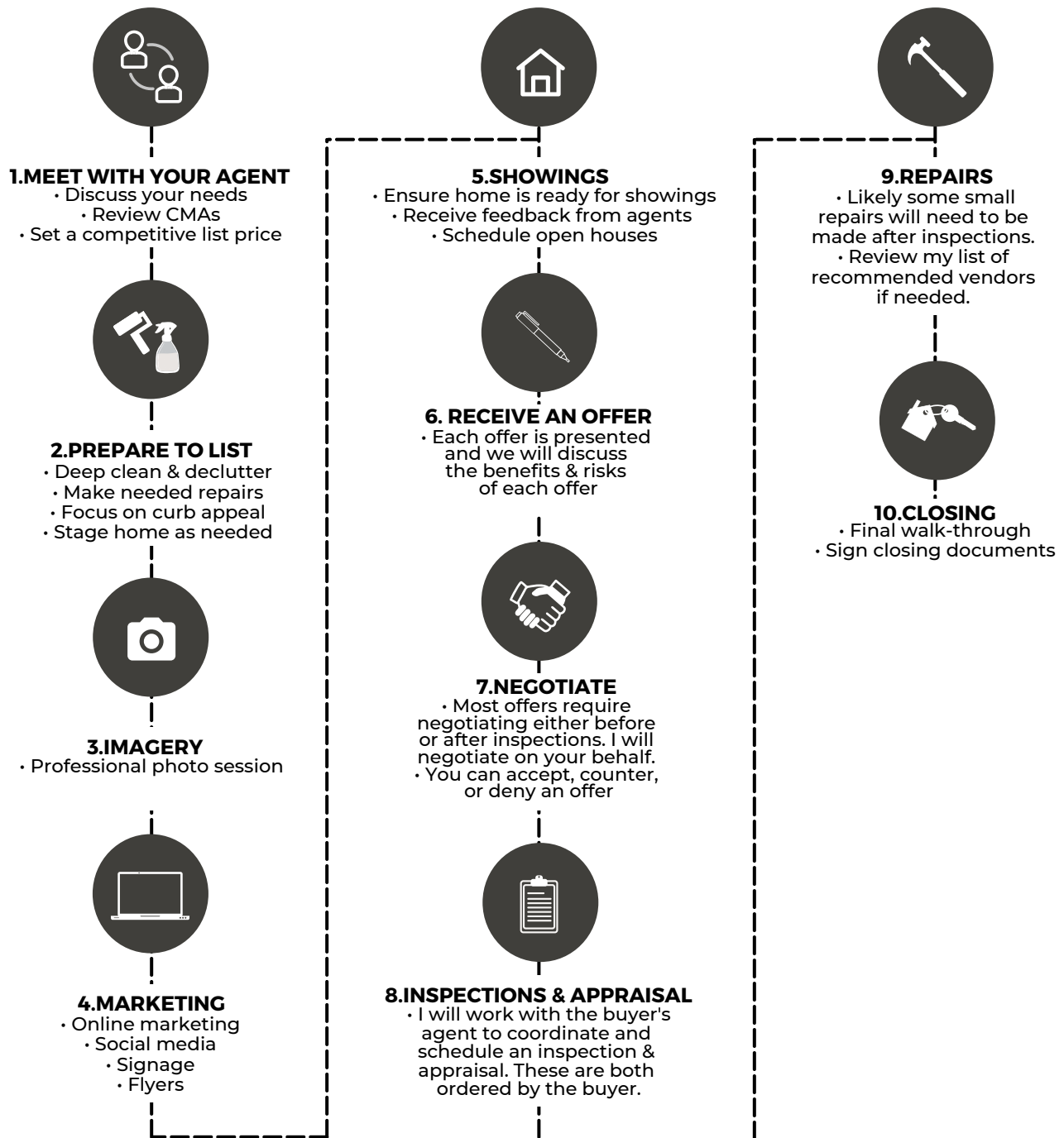


RISK *free*

I frequently hear stories of customers who were dissatisfied with their former real estate agents. Frequently, the clients felt pressured by the firm by using a listing agreement that cannot be canceled or they would have to take on a hefty cancellation fee. I wouldn't want to subject any of my customers to that. Therefore, the only compensation that is included for cancellation are upfront cost paid for by the agent which is include in my Seller Listing Agreement!

If you are ready to proceed with the home-selling process give me a call and I would be honored to walk through the process with you!

the
Blair Priestler
HOME SELLING PROCESS





TEN STEPS *to sold*

STEP ONE: DEEP CLEAN

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with! Which means a thorough deep cleaning. A deep clean can also help you with foul odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plug-ins and get rid of the source that is creating the smell.

STEP TWO: DECLUTTER

Buyers have a hard time picturing themselves living in your home when your clutter is all over the home. Get rid of all items in your home that you don't want or need. Your home will sell more quickly and your move will go more smoothly. It's no secret that the hardest part of the decluttering process is getting started. Dive in by taking one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

STEP THREE: COMPLETE REPAIRS

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. Finding out what has to be done and what doesn't can be made much easier with the help of a real estate agent.

STEP FOUR: NEUTRALIZE

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

STEP FIVE: REMOVE SCUFF MARKS

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can make a world of a difference on scuffed walls and baseboards!

STEP SIX: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look at big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.





marketing

YOUR HOME

Print MARKETING



the road to home

1234 HILLSONG DR. RALEIGH, NC 27545




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POSH HAUS REALTY GROUP

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Posh Haus Realty
kw KELLERWILLIAMS



front room

dining room

timeless elegance

THIS LUXURIOUS HOME IN MAPLE HILL FEATURES IMPECCABLE FINISHES THROUGHOUT. FROM BEAUTIFUL ORIGINAL HARDWOOD FLOORING TO A COORDINATING ANTIQUE STONE FIREPLACE, THE UPDATED INTERIORS FEATURE A SOFT MONOCHROMATIC PALETTE AND CLEAN LINES. OUTSIDE, THE BEAUTIFUL LANDSCAPED LOT IS THE WORK OF THE POPULAR LANDSCAPE ARCHITECTURE FIRM LANGSTON DONAVAN



4 BEDROOMS 4.5 BATHS 3,666 SQFT.

main level

LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT, SED DO RUSHPRO TERFOF INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. LABORIS NISI UT ALIQUIP EI EA CONHODD CONSEQUAT.

DUIV AUTE IUURE DOLOR IN REPRENDENDIT IN VOLUPTATE VELIT ESSE QUI OFFICIA DESERVUNT MOLIT ANIM ID EST LABORUM.

kitchen

LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT, SED DO RUSHPRO TERFOF INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. LABORIS NISI UT ALIQUIP EI EA CONHODD CONSEQUAT.

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finished lower level

LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT, SED DO RUSHPRO TERFOF INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. LABORIS NISI UT ALIQUIP EI EA CONHODD CONSEQUAT.

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schools

RALEIGH SCHOOL DISTRICT
SUNSHINE ELEMENTARY SCHOOL
1234 E. COUNTRY RD.
RALEIGH, NC 27604

middle school

PINE HILLS SCHOOL
3456 W. HILL DR.
RALEIGH, NC 27604

high school

RALEIGH HIGH SCHOOL
7890 S. WINDY PARK BLVD.
RALEIGH, NC 27604

neighborhood

MAPLE HILL NEIGHBORHOOD

FEATURES

- TENNIS COURTS
- SAND VOLLEYBALL COURTS
- FULL SERVICE CLUBHOUSE

area

HOSPITAL WAKEFIELD HOSPITAL	COFFEE HOUSE STARBUCKS
GROCERIES WHOLE FOODS MARKET WICKS SBRDOUTS	RESTAURANTS THE PIT WILSON'S BAKERY TACOS
BANK WELLS FARGO BANK PNC BANK	PARKS PULLER PARK SMITH AD STATE PARK LAKE JOHNSON PARK

kw KELLERWILLIAMS

2PM - 4PM

SUNDAY OCTOBER 9TH

OPEN HOUSE




4 BDRM | 2.5BTH | 2010 SQFT

1025 BOMBAY DRIVE FAYETTEVILLE, NC

digital MARKETING

2PM - 4PM

SUNDAY OCTOBER 9TH

OPEN HOUSE

4 BDRM | 2.5BTH | 2010 SQFT

1025 BOMBAY DRIVE FAYETTEVILLE, NC

KW

Listing UPDATE

WEEK OF 10/31

75354 HILLSIDE DR. FAYETTEVILLE, NC 28305

DAYS ON MARKET: **9**

SHOWINGS: **11**

FAVORITES: **32**

CALLS: **22**

notes: WEEKLY UPDATE, NOTES, REVIEWS AND COMMENTS.

28305

MARKET UPDATE

ACTIVE LISTINGS	PENDING LISTINGS	LISTINGS SOLD	PRICE REDUCTION	DAYS ON MARKET
15	10	31	2	9

Listing Views

	7 DAYS	30 DAYS	ALL TIME
MLS	100	200	300
ZILLOW	100	200	300
REALTOR	100	200	300
WEBSITE	100	200	300
FACEBOOK	100	200	300

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REALTOR®

910-361-1000 BLAIR@POSHHAUSREALTY.COM
FAYETTEVILLE KELLER WILLIAMS

9:41

Map

For Sale Price House More

Homes for you

\$744,900 3 bds 3 ba 1,850 sqft

1234 Elm Street, Seattle, WA

New construction

Sponsored

New homes available in Washington
One and two-story modern homes with 3-4 bedrooms.

Visit website!

ABC Builders

Open: Thu, 12-4pm

Sort Save Search

Search Locations Saved Homes Your Profile More

Blair Priester

Marketing Central

Private Listings

1024 Leads

Call to Action

For Engage Your Leads

Tour Abandonment

Renewal Churns

Phone Appointments

Map View

Photo View

FACEBOOK & INSTAGRAM ADVERTISEMENTS





pricing
STRATEGY

THE FIRST LISTING PRICE CAN AFFECT

the entire outcome of your home sale.

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

THE PROBLEM WITH LISTING TOO HIGH

PROBLEM 1

exclusion

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

PROBLEM 2

appear distressed

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



DETERMINES

the price of your home

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

DOES NOT DETERMINE

the price of your home

- what you paid for the home
- what online sites think it is worth
- what you need to make on the home



RECOMMENDED

resources

recommended RESOURCES

GENERAL CONTRACTOR

(TBD) PROVIDED BASED ON
PROJECT SIZE AND NEEDS

PAINTING

WALDOS PAINTING
1(910) 850-5142

HOUSE CLEANING

COOL BREEZE CLEANING LLC
1(910) 551-3862

ELECTRICIAN

RICK GOFORTH ELECTRIC
1(910) 273-3451
[HTTPS://RICKGOFORTHELECTRIC.COM](https://rickgoforthelectric.com)

PLUMBING

Flow-Rite Plumbing & Drain Service
1(910) 466-4419

HOME MEASUREMENTS

BINSPECT DETECT, INC.
1(910) 988-3655
<https://www.inspectdetect.net>

HVAC

BDAY AND NIGHT HVAC
1(910) 933-2338

LANDSCAPING

BLACKJACK LAWCARE & LANDSCAPING
1(910) 299-2928
bjallee0926@gmail.com





CLIENT

Testimonials

REVIEWS



TPositive: Professionalism, Quality, Responsiveness, Value

Blair, Posh Haus Realty, exceeded all expectations as my realtor during the selling of my first home.

Her candor, responsiveness, and proactive demeanor is just what I needed to ensure my home was ready for the market.

I worried about nothing with Blair. What we outlined is what happened and my home was placed on the market and closed (above asking price) within 30 days.

I am proud of my choice and strongly recommend Posh Haus Realty with managing the buying or selling of your next home.

-LATEEF CLEMENCIA

"Trying to sell my house in NC while living all over the US and overseas was difficult to say the least! Thankfully a friend recommended Blair. Blair reached out to me to discuss what I wanted to do. The conversation was great and I immediately "felt comfortable with her. I'm living in TX currently and Blair took care of everything! She eased all my worries and worked with my current tenants to ensure everyone was always informed and comfortable. If I ever head back to NC I will be using Blair.

--LAUREN JOHNSON

This is our first time selling a home and Blair made this process so easy! No matter what time of the day it was, she always answered my questions and comments. She was great with easing my concerns with how this process even worked. She checked up on us on a personal level and it really felt like a partnership instead of just a business transaction. Would highly, highly recommend her! She went above and beyond for us and at the end of the day, she sealed the deal! Thank you so much Blair!

-JANEE LEE

Positive: Professionalism, Quality, Responsiveness, Value
Working with Blair was an absolute pleasure. She was prompt, knowledgeable and her warm personality made the process felt seamless. She was available any hour of the day to answer any questions I had and made sure I was in the loop with all that was happening throughout the entire process. Her professionalism and attitude towards her job and clients are top tier. I would definitely recommend her to anyone who is either a first time home-buyer or previous property owners.

-DARRELL WILLIS

REVIEWS



Thank you Blair Eastman-Priester for helping me sale my father's home in Fayetteville, NC from Maryland. On day one you came in hitting the ground running and got right to work and never stop. Blair and her team kept me updated and on track with all the paperwork via texts, calls and emails. She even went out of her way to run errands for my family, located people to buy the washer and dryer, cut the lawn, and remove bulk trash. If you need a realtor to sale or to purchase a house call Blair Eastman-Priester, she is the right person for the job!

-VANESSA LEACH

"With everything going on this year with Covid Ms Blair Priester did not hesitate to meet my family's needs with selling our home and relocating. Ms Priester is the epitome of professionalism and definitely worthy of emulating for those realtors in the business. Ms Priester's toolbox is complete and she is hard-working and ready to handle the heavy load. We totally endorse her and trust me you will not regret doing business with her."

-CARL THOMPSON

Blair is a rockstar! I needed a referral partner for my client who had an estate sale in her area and from the time she responded to my inquiry while on a plane to getting my clients to close within a short period of time, I am truly grateful! I am looking forward to more referrals and closed deals, I will definitely refer Blair and her team again!

-TANISH WELCH, REALTOR

"Blaire was a one stop shop! She helped us prepare the house for the market, stage it, list it, and SELL it! Most impressively she did all this while we were living in Alabama. She had our utmost confidence and we had several offers to review and within 72hrs we'd selected our offer and were headed to CLOSING. Home is where the Army says it is....goodbye Fayetteville...hello Huntsville!

-DONYA GAY

Blaire is absolutely the best realtor that my husband and I have ever worked with! She is very professional, kind & informative. Blaire made the process of selling our home seamless! I had many questions throughout the process and Blaire was always patient and explained every detail throughly. I would highly recommend Blair if you are looking to buy or sell your house!

-ASHLEY COOK

REVIEWS



"We highly recommend Blair, Posh Haus Realty; she took time to answer every question we had and turned the normally painful process of selling a house, into a very pleasant experience. Her professionalism, dedication, and business knowledge sets her apart from other agents.

-HECTER SANTIAGO

"Blair is a true professional in every aspect of Real Estate. She sold our rental property in record time. Blair's seemingly infinite real estate knowledge and personal demeanor won us over immediately when we contacted her about selling our property. She quickly got down to business and within a few days had a buyer and closing date... Something we had tried unsuccessfully to do on our own many times over the course of two years...without a sale. Thank you Blair for your hard work with stellar results. Looking forward to working with you again soon as we prepare another property for sale. Your Awesome!!!!

-IAN GUY

"Blair was absolutely amazing to work with when we sold our house. She is highly motivated and driven and we wouldn't hesitate to utilize her services again. She has a wonderful eye for design and helped our house reach its full potential. She listed our house on a Friday afternoon and we had 13 showings by Saturday morning, one of which we accepted at 10k over asking price. The entire process went smoothly and we have no doubt that it was because of Blair.

-OLIVIA LAWLER

I am overwhelmed with JOY! Blair Priester, is THE BEST!!! I initially reached out to another realtor who obviously did not take me seriously (her lost). After being let down and in the middle of a military move. I honestly felt defeated, as if: maybe its was a reason, however I knew what God had spoken, so I reached out to Mrs. Priester on faith and couldn't have been more happy I did.

She gave me her word and earned my trust from the moment we spoke.

She told me that she will "make it happen" and she has done nothing short of that. She kept me updated before, during and after the process. Everything went VERY SMOOTHLY!!!

She is a true hardworking, determined professional who puts the needs of her clients first.

Not only did she earn my clientele to sell my home, but for my next purchase as well.

I want to thank you from the bottom of my heart for all of your honesty, hard work, commitment, dedication, positive attitude, encouragement along the way, compassion for your clients, and your humble spirit.

I am endlessly grateful to have you as my agent and couldn't be happier with the way everything worked out. Reach for the stars but you've Earned It!!!

I pray God blesses you and your family mightly.

Very Satisfied Customer 😊

-DENISE PORTER

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST

" PASSION IS PEOPLE, OUR FOUNDATION IS INTEGRITY & OUR GOAL IS WEALTH BUILDING!"

VETERAN OWNED AND OPERATED

OUR
HOME SELLING

difference



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kw
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