

WILLOW & MAIN REALTY

OCTOBER 2026

1428 WILLOW LANE | WRENFIELD, USA

LISTING PRESENTATION

PREPARED FOR

The Carter Family

Jordan Ellis, Real Estate Agent

JORDAN ELLIS

Real Estate Agent, Willow & Main Realty

I help homeowners in Wrenfield sell with a clear plan and no surprises. For twelve years I have priced homes with care, marketed them well, and kept sellers informed at every step. My goal is simple: get you a strong result, on your timeline, with as little stress as possible.

12 YRS
IN LOCAL REAL ESTATE

180+
HOMES SOLD

99%
AVERAGE SALE-TO-LIST

WILLOW & MAIN REALTY

License No. 0000000

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WHY LIST WITH ME

01 LOCAL MARKET KNOWLEDGE

I track sales in your neighborhood every week, so your price is based on real data, not guesswork.

03 CLEAR COMMUNICATION

You get a weekly update with showing feedback and online activity, and I answer calls and texts the same day.

02 MARKETING THAT GETS SEEN

Professional photos, virtual staging for empty rooms and a strong online launch help bring more buyers through the door.

04 SKILLED NEGOTIATION

I review every offer with you line by line and negotiate price, terms and repairs to protect your net proceeds.

Selling your home is a big step. Here is what you can count on, from day one to closing.





HIGHLIGHTS

- Open kitchen with a large center island
- Primary suite with a walk-in closet
- Fenced backyard with a covered patio
- Tree-lined street near parks and shops

04 — THE HOME

YOUR HOME AT A GLANCE

1428 WILLOW LANE

A well-kept four-bedroom home with an easy layout, plenty of natural light and room to spread out. These are the features we will lead with in photos, the listing description and showings.

 **4**
BEDROOMS

 **3**
BATHROOMS

 **2,450 sq ft**
LIVING AREA

 **0.25 acres**
LOT SIZE

 **2008**
YEAR BUILT

 **2-car attached**
GARAGE

MARKET SNAPSHOT

WRENFIELD, LAST 90 DAYS

\$532,000

💰 **MEDIAN SALE PRICE**

Up 4% from last year

24

🕒 **AVERAGE DAYS ON MARKET**

Down from 31 last year

2.1

🏠 **MONTHS OF INVENTORY**

Low supply favors sellers

98%

🏡 **SALE-TO-LIST RATIO**

Most homes sell near asking

Homes in Wrenfield are selling quickly and close to list price. Buyers are active, but they compare carefully, so the right price and strong presentation will matter from day one.

COMPARABLE SALES

Recent sales of similar homes nearby, close in size, age and condition.

Sample data. Replace with your local MLS numbers.

01



\$515,000

SOLD SEP 2026

1307 BIRCH COURT

4 bd · 3 ba · 2,520 sq ft

PRICE PER SQ FT

DAYS ON MARKET

\$204/sq ft

18 days

02



\$529,000

SOLD AUG 2026

86 JUNIPER WAY

4 bd · 2.5 ba · 2,380 sq ft

PRICE PER SQ FT

DAYS ON MARKET

\$222/sq ft

26 days

03



\$558,000

SOLD SEP 2026

512 HAWTHORN STREET

4 bd · 3 ba · 2,470 sq ft

PRICE PER SQ FT

DAYS ON MARKET

\$226/sq ft

12 days

PRICING STRATEGY

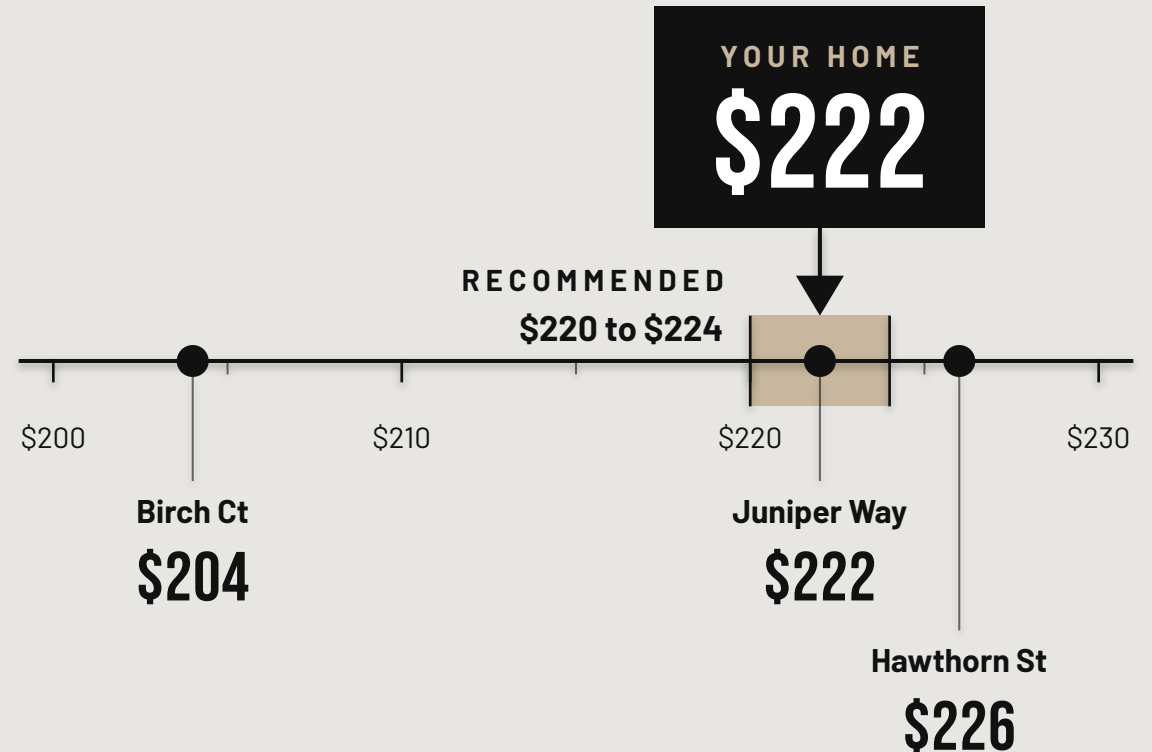
RECOMMENDED LIST PRICE

**\$539,000
TO \$549,000**

- 01** Recent comparable sales point to \$204 to \$226 per square foot for similar homes.
- 02** New listings get the most attention in the first weeks, so pricing right matters early.
- 03** Your home's condition and layout support \$220 to \$224 per sq ft, near the top of the comps.

PRICE PER SQUARE FOOT, RECENT COMPARABLE SALES

Your home is shown at the midpoint of the recommended range.



Sample data. Replace with your local MLS numbers.

MY MARKETING PLAN

A complete launch plan to put your home in front of as many qualified buyers as possible.

PROFESSIONAL PHOTOGRAPHY

Bright, high-quality photos and a floor plan that make buyers stop scrolling.

VIRTUAL STAGING

Empty rooms staged online and clearly labeled, so buyers can picture the space.

MLS AND TOP PORTALS

Listed on the MLS and shared with the major home search sites.

SOCIAL MEDIA AND VIDEO

Short video tours and social posts that reach buyers across the area.

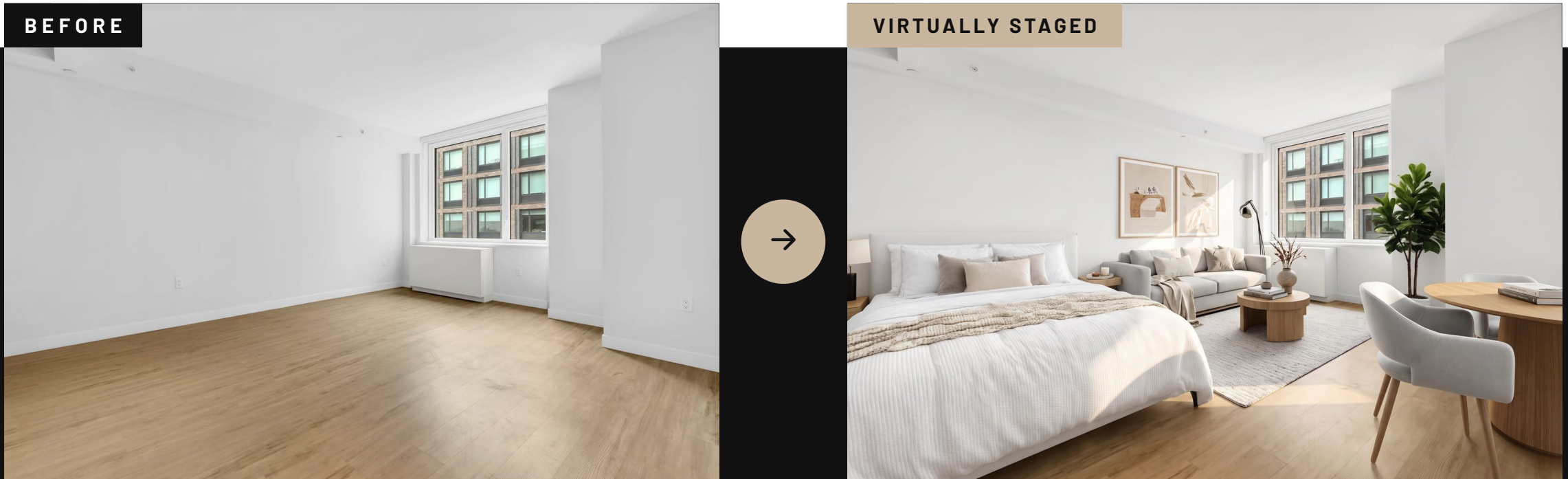
AGENT NETWORK AND EMAIL

Direct outreach to local agents and my email list of active buyers.

OPEN HOUSES AND SHOWINGS

Weekend open houses plus private showings scheduled around your routine.

HELP BUYERS SEE THE SPACE



Empty rooms can look smaller and harder to understand in listing photos. Virtual staging adds furniture and decor to the photo, so buyers can see the scale of each room and how it could be used. Your home stays exactly as it is.

Virtually staged photos are always labeled as such in the listing.

GETTING YOUR HOME READY

Small steps before photo day make a big difference online and in person. Here is where to start.

- ☒ Declutter counters, shelves and closets
- ☒ Remove personal photos and collectibles
- ☒ Deep clean, including windows and floors
- ☒ Fix leaky faucets and loose handles
- ☒ Replace burned-out bulbs and open blinds
- ☒ Touch up scuffed walls and trim
- ☒ Mow, edge and refresh entry plantings
- ☒ Secure valuables and prescription medications





11 — THE PROCESS

FROM LISTING TO CLOSING

01

WEEK 1

●

AGREEMENT AND PRICING

Sign the listing agreement and set the list price together.

02

WEEKS 1 TO 2

●

PREP AND PHOTOS

Finish prep, then photos, virtual staging and the listing description.

03

WEEK 2

●

GO LIVE

Your home launches on the MLS, top portals and social media.

04

WEEKS 2 TO 4

●

SHOWINGS AND OPEN HOUSE

Private showings, a weekend open house and weekly feedback reports.

05

WEEKS 3 TO 5

●

OFFERS AND NEGOTIATION

We review every offer and negotiate the best price and terms.

06

WEEKS 4 TO 10

●

INSPECTION TO CLOSING

Inspection, appraisal and final walkthrough, then you hand over the keys.

“

Jordan priced our home right from the start and kept us informed every week. We had two strong offers by the first weekend.

— CLIENT NAME

Sold in 9 days

Sample reviews. Replace with real reviews from your clients.

WHAT MY CLIENTS SAY



Our house was empty after we moved, and the virtually staged photos made it feel like a home again. The whole process was calm and organized.

CLIENT NAME | SOLD IN 21 DAYS

Clear advice, fast replies and real honesty about what buyers would notice. Jordan made selling our first home much easier than we expected.

CLIENT NAME | SOLD AT 101% OF LIST

WHAT'S INCLUDED

MY FEE

[X]%

of the sale price or a flat fee

We agree on my fee in writing, in the listing agreement, before we start. Broker fees and commissions are not set by law and are fully negotiable.



01

Pricing analysis and strategy



02

Pro photography and floor plan



03

Virtual staging for empty rooms



04

MLS and major portal listings



05

Social media and video marketing



06

Open houses and private showings



07

Offer review and negotiation



08

Support from contract to closing

THANK YOU

I would be honored to help you sell 1428 Willow Lane.

NEXT STEPS

01

SIGN THE AGREEMENT

We review the listing agreement together and set the price and launch date.

02

PREPARE THE HOME

Work through the prep list, then we book photos and virtual staging.

03

GO TO MARKET

Your home goes live and I keep you updated every week.



Jordan Ellis

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HOW TO USE THIS TEMPLATE

- 01** Swap any photo: right-click it and choose Change Picture or Replace Image.
- 02** Click any text box to type your own name, details and wording.
- 03** Replace sample numbers with your MLS data and sample reviews with real client reviews.
- 04** All fonts are free on Google Fonts. Install them before editing.
- 05** Delete this slide before you present or share the deck.

FONTS IN THIS TEMPLATE

BEBAS NEUE

Headings

Barlow Regular and **Bold**

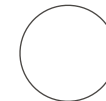
Body text

COLORS



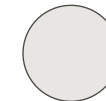
#111111

Ink



#FFFFFF

White



#E8E6E3

Concrete



#8C8780

Warm gray



#C8B79E

Sand