

🏠 WILLOW & MAIN REALTY

— WRENFIELD, USA

Listing *Presentation*

1428 Willow Lane

📞 (555) 555-0142 ✉️ jordan@example.com



PREPARED FOR

The Carter Family

PRESENTED BY

Jordan Ellis
Willow & Main Realty

DATE

October 2026

— MEET YOUR 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

📞 (555) 555-0142

🌐 [example.com](#)

✉️ jordan@example.com

— MY PROMISE

Why List *With Me*

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



01

Local Market Knowledge

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



02

Marketing That Gets Seen

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



03

Clear Communication

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



04

Skilled Negotiation

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



— THE PROPERTY

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.

🛏 Bedrooms	4	📏 Lot size	0.25 acres
🚿 Bathrooms	3	📅 Year built	2008
🏠 Living area	2,450 sq ft	🚗 Garage	2-car attached

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

— THE MARKET

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

Sample data. Replace with your local MLS numbers.

— THE TAKEAWAY

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.

06



SOLD

\$515,000

1307 Birch Court

4 bd · 3 ba · 2,520 sq ft

\$204/sq ft

18 days

Sep 2026

Price per sq ft

Days on market

Sold



SOLD

\$529,000

86 Juniper Way

4 bd · 2.5 ba · 2,380 sq ft

\$222/sq ft

26 days

Aug 2026

Price per sq ft

Days on market

Sold



SOLD

\$558,000

512 Hawthorn Street

4 bd · 3 ba · 2,470 sq ft

\$226/sq ft

12 days

Sep 2026

Price per sq ft

Days on market

Sold

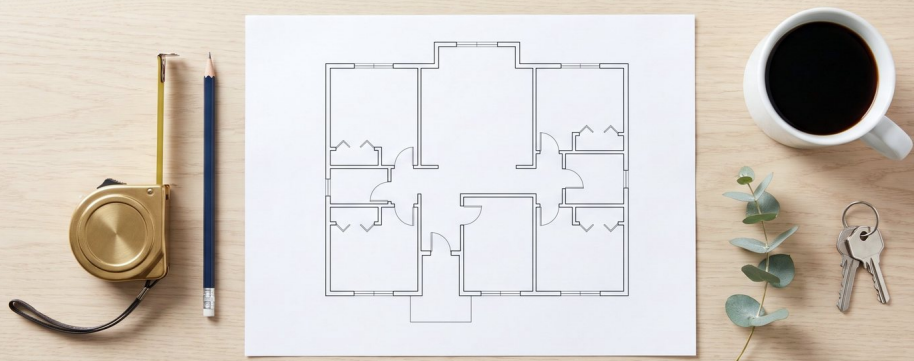
Sample data. Replace with your local MLS numbers.

06 LISTING PRESENTATION | 1428 WILLOW LANE

— THE PRICE

Pricing Strategy

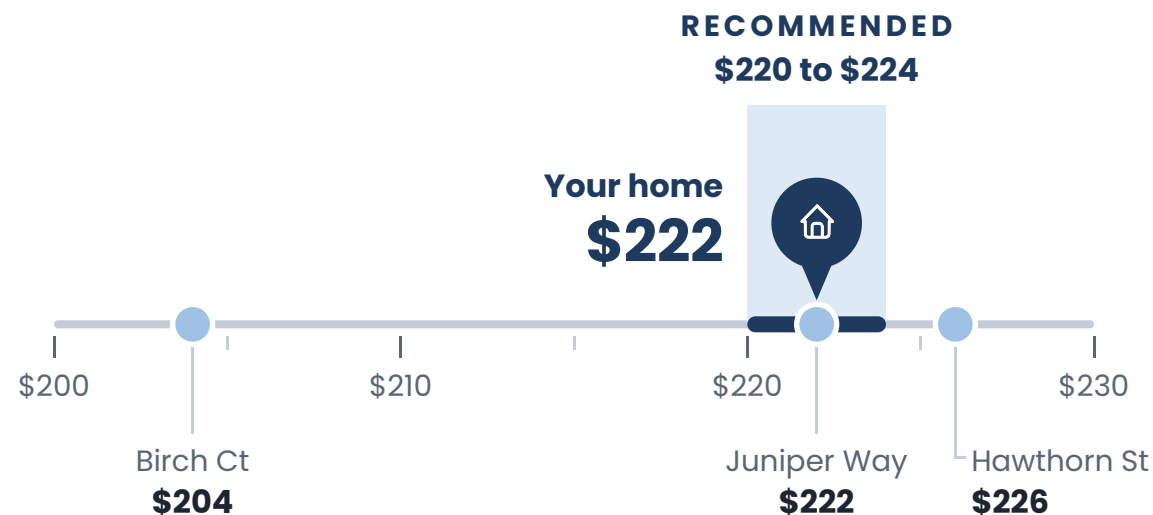
- 01** Recent comparable sales point to \$204 to \$226 per square foot for similar homes.
- 02** New listings get the most attention in the first weeks, so pricing right matters early.
- 03** Your home's condition and layout support \$220 to \$224 per sq ft, near the top of the comps.



RECOMMENDED LIST PRICE

\$539,000 to \$549,000

Price per square foot



Recent comparable sales. Your home is shown at the range midpoint.
Sample data. Replace with your local MLS numbers.



— THE MARKETING

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.



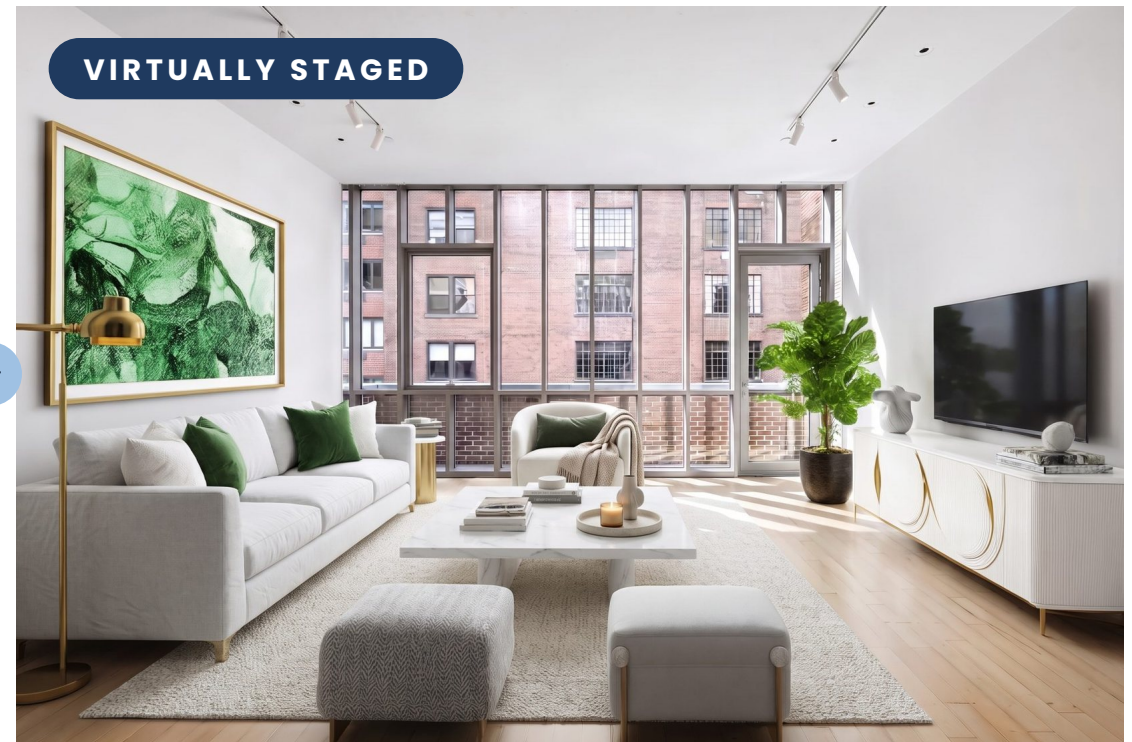
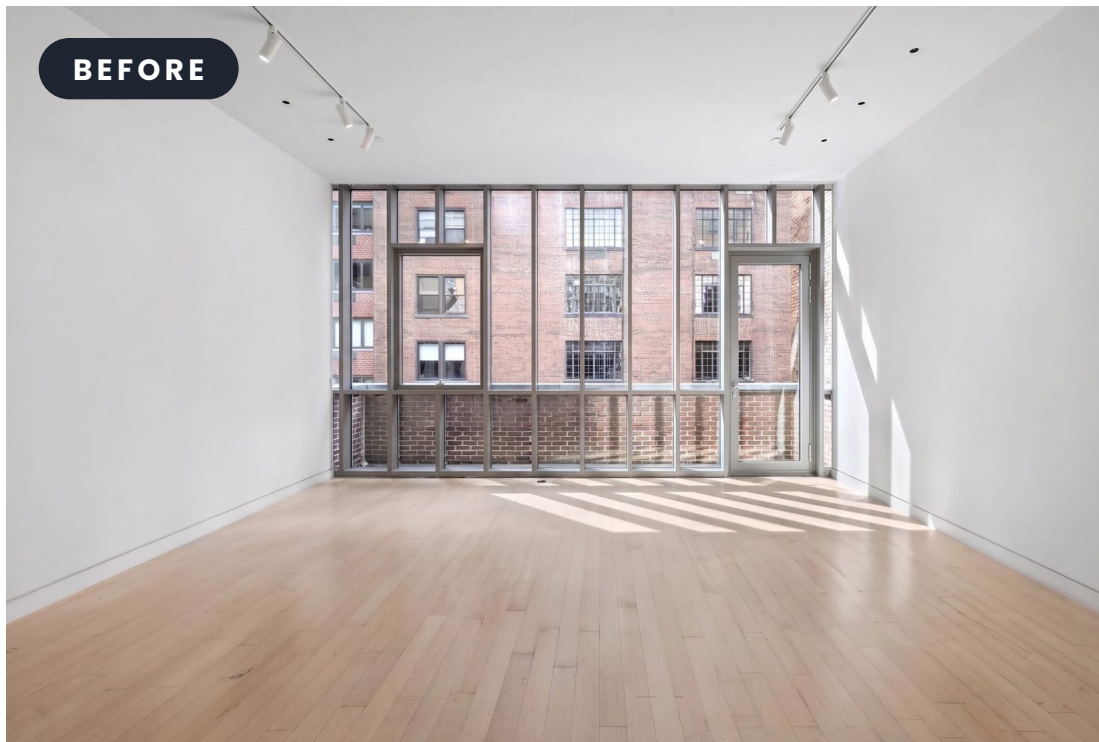
Open Houses and Showings

Weekend open houses plus private showings scheduled around your routine.

— VIRTUAL STAGING

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.



① *Virtually staged photos are always labeled as such in the listing.*

— PREPARATION

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



From Listing *to Closing*

11



— TESTIMONIALS

What My Clients Say

“

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

“

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

Sample reviews. Replace with real reviews from your clients.

What's Included

 Pricing analysis and strategy	01	 Social media and video marketing	05
 Pro photography and floor plan	02	 Open houses and private showings	06
 Virtual staging for empty rooms	03	 Offer review and negotiation	07
 MLS and major portal listings	04	 Support from contract to closing	08



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.

— 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.

Thank *You*

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

Jordan Ellis

Real Estate Agent, Willow & Main Realty

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— FOR THE AGENT

How to Use *This Template*

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

Fonts in This Template

Aa **Poppins**
Bold, Regular, *Italic*

Aa **DM Serif Display**
Italic, for accent words



Free template by TINTY (tinty.ai). Empty rooms? Virtually stage them with TINTY.