

WILLOW & MAIN REALTY

— PREPARED FOR THE CARTER FAMILY

Listing Presentation

1428 Willow Lane

Wrenfield, USA

OCTOBER 2026



Jordan Ellis

Real Estate Agent, Willow & Main Realty





MEET YOUR AGENT

Jordan Ellis

Real Estate Agent, Willow & Main Realty

License No. 0000000

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



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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.



Your Home at a Glance

📍 **1428 Willow Lane, Wrenfield, USA**

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

- ✓ 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

— WRENFIELD, LAST 90 DAYS

Market Snapshot

SAMPLE DATA



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.

Sample data. Replace with your local MLS numbers.



\$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

Comparable Sales

SAMPLE DATA

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

SOLD **SEP 2026**



\$515,000
1307 Birch Court
🏠 4 bd · 3 ba · 2,520 sq ft

Price per sq ft **\$204/sq ft** Days on market **18 days**

SOLD **AUG 2026**



\$529,000
86 Juniper Way
🏠 4 bd · 2.5 ba · 2,380 sq ft

Price per sq ft **\$222/sq ft** Days on market **26 days**

SOLD **SEP 2026**



\$558,000
512 Hawthorn Street
🏠 4 bd · 3 ba · 2,470 sq ft

Price per sq ft **\$226/sq ft** Days on market **12 days**

Sample data. Replace with your local MLS numbers.

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

SAMPLE DATA



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.

— 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.

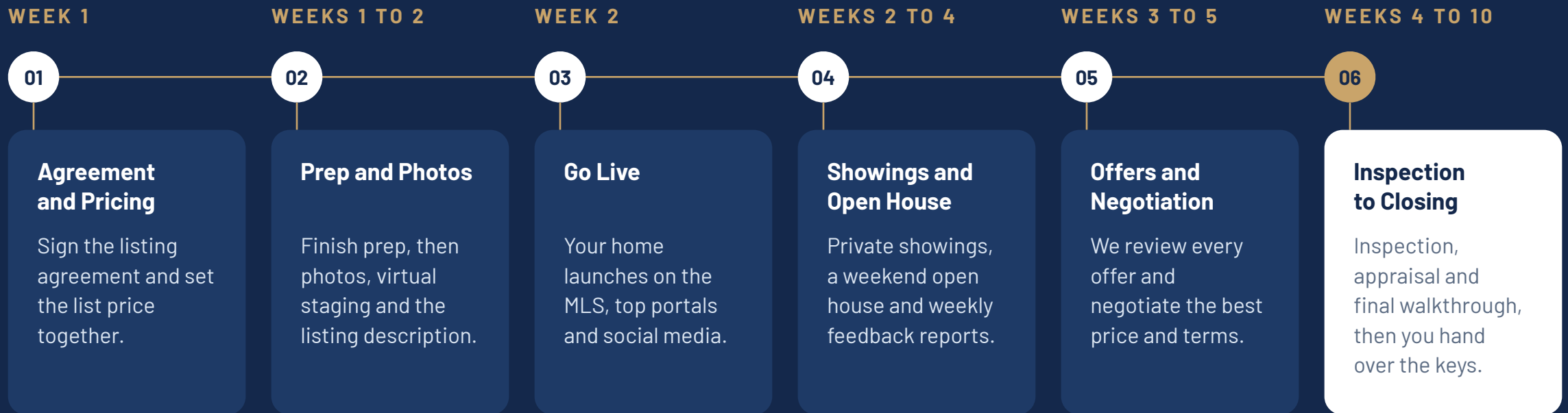
Getting Your Home Ready

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



From Listing to Closing



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



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.

INCLUDED IN EVERY LISTING



Pricing analysis
and strategy



Pro photography
and floor plan



Virtual staging
for empty rooms



MLS and major
portal listings



Social media and
video marketing



Open houses and
private showings



Offer review
and negotiation



Support from
contract to closing

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

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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.

Free template by **TINTY** (tinty.ai). Empty rooms? Virtually stage them with **TINTY**.
Sample photos are AI-generated, except the **TINTY** staging example.

FONTS IN THIS TEMPLATE

Prata

Headings

Barlow

Body, Regular and Bold

COLOR PALETTE



Navy

#14284B



Ice

#DCE6F2



White

#FFFFFF



Slate

#5B6B82



Brass

#C9A46A