

WILLOW & MAIN REALTY

Listing Presentation

1428 Willow Lane

Wrenfield, USA

PREPARED FOR **THE CARTER FAMILY**

Jordan Ellis

Real Estate Agent

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



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example.com



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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.



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.



Your Home at a Glance

1428 Willow Lane



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

Market Snapshot

WRENFIELD, LAST 90 DAYS

SAMPLE DATA

\$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

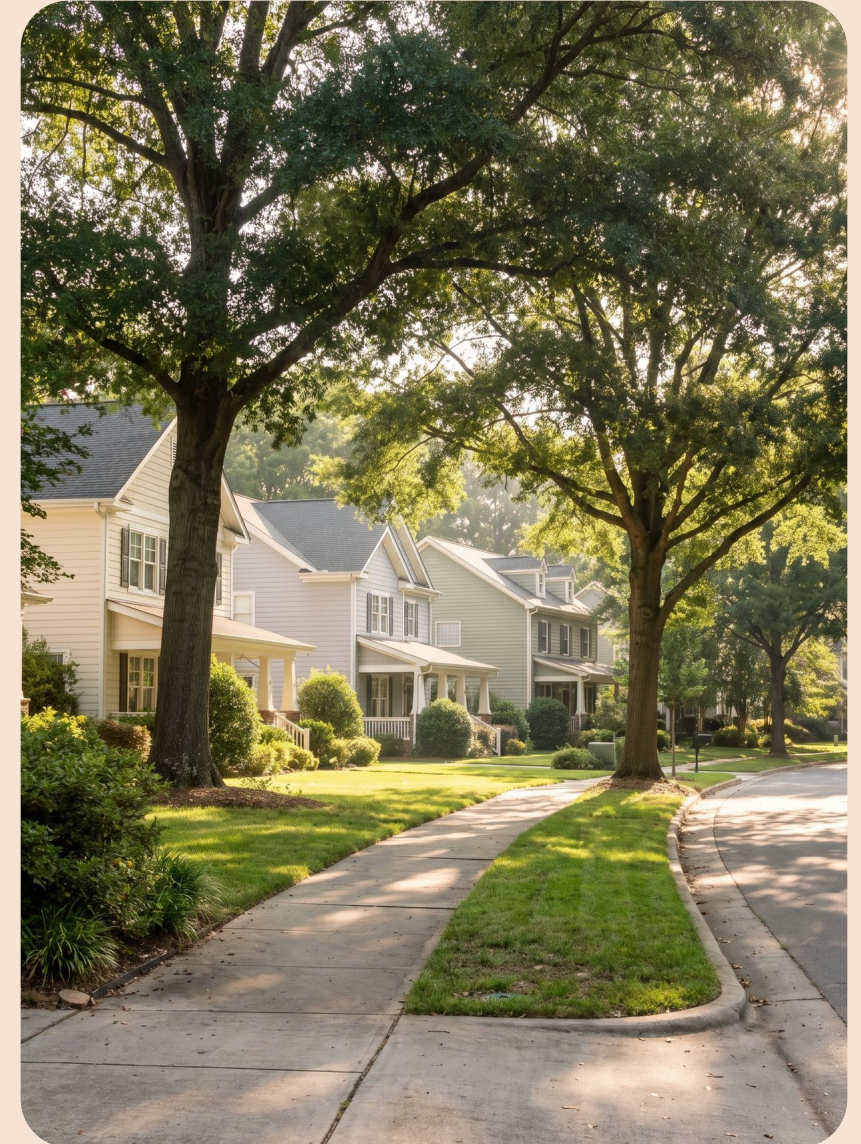
98%

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.

Sample data. Replace with your local MLS numbers.



Comparable Sales

SAMPLE DATA

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



SOLD • SEP 2026

1307 Birch Court

🏠 4 bd · 3 ba · 2,520 sq ft

SOLD PRICE

\$515,000

PRICE PER SQ FT

\$204/sq ft

🕒 18 days on market



SOLD • AUG 2026

86 Juniper Way

🏠 4 bd · 2.5 ba · 2,380 sq ft

SOLD PRICE

\$529,000

PRICE PER SQ FT

\$222/sq ft

🕒 26 days on market



SOLD • SEP 2026

512 Hawthorn Street

🏠 4 bd · 3 ba · 2,470 sq ft

SOLD PRICE

\$558,000

PRICE PER SQ FT

\$226/sq ft

🕒 12 days on market

Sample data. Replace with your local MLS numbers.

Pricing Strategy

RECOMMENDED LIST PRICE

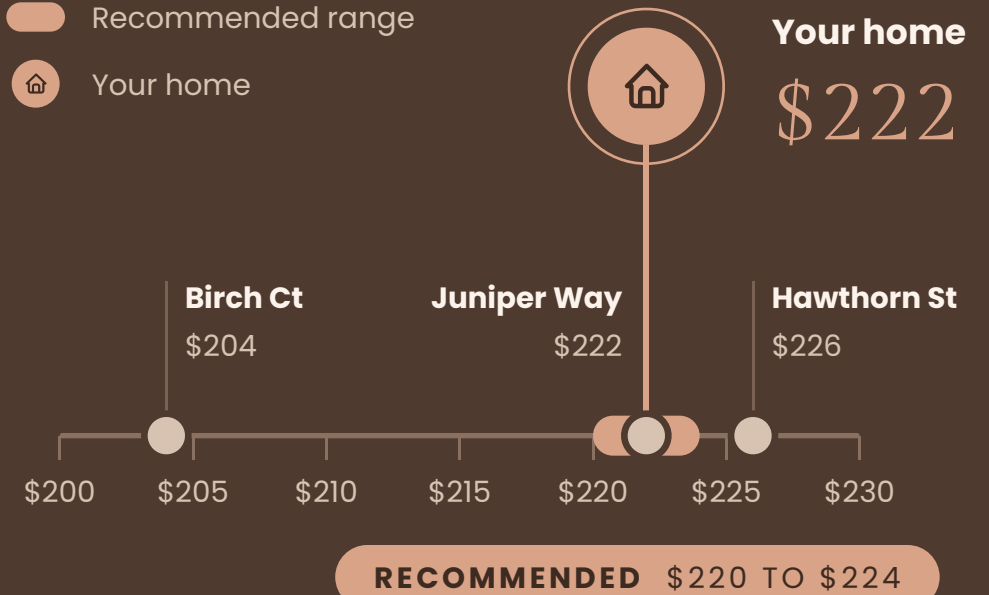
\$539,000 to \$549,000

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

Price per square foot

SAMPLE DATA

- Comparable sale
- ▬ Recommended range
- 🏠 Your home



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

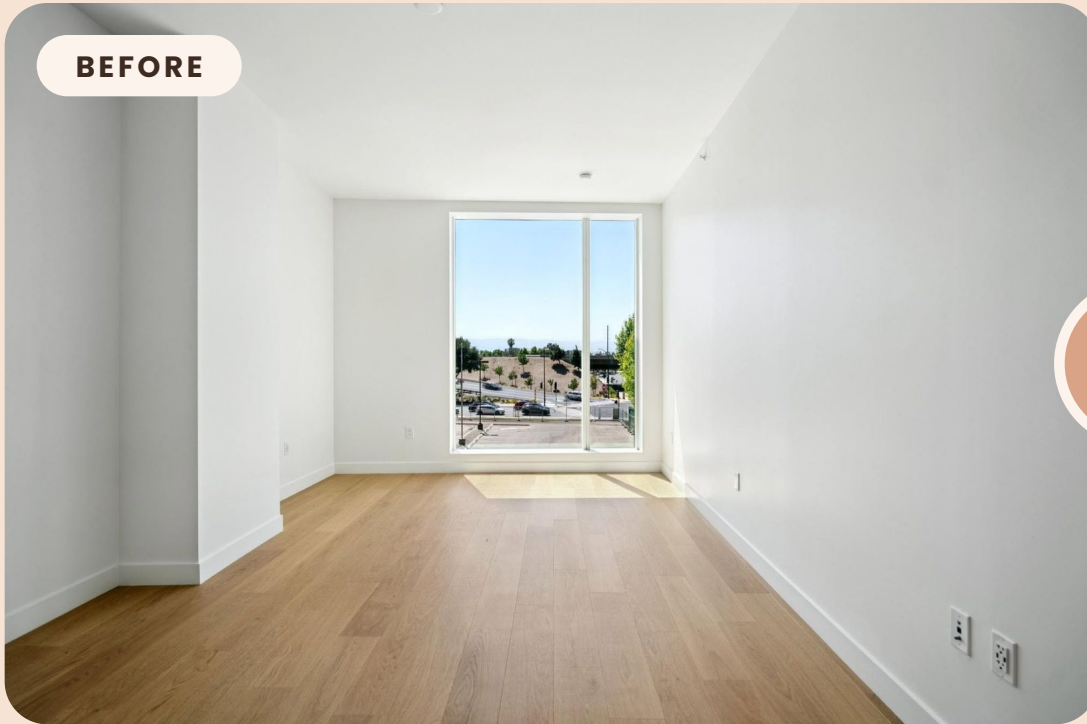
Weekend open houses plus private showings scheduled around your routine.

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.

BEFORE



VIRTUALLY STAGED



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

Sample photos: virtually staged with TINTY

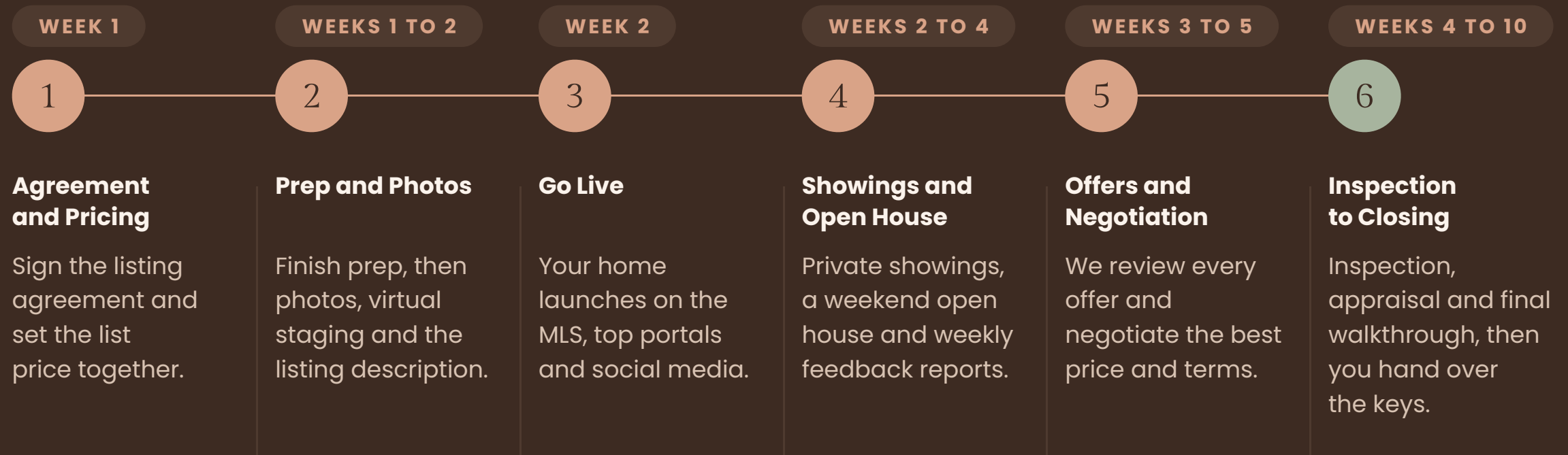
Getting Your Home Ready

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





SAMPLE REVIEWS

Sample reviews. Replace with real reviews from your clients.

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

What's Included



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



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.

NEGOTIABLE

0%

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.

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



Jordan Ellis

Real Estate Agent, Willow & Main Realty

📞 (555) 555-0142

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🌐 example.com

Thank
You



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.

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Body text: Regular, Bold, Italic

COLOR PALETTE



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ICONS



Tabler outline, free