

SOLD.

TAYLOR WILLIAMS

FROM START TO SOLD. ALL
THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL
YOUR HOME.





Hi, I'm Taylor and I believe in home.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured, I can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do much of the heavy lifting.

From preparing your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Taylor Williams

About Me

Successful Selling Process

Listing Consultation

Prepping the Home

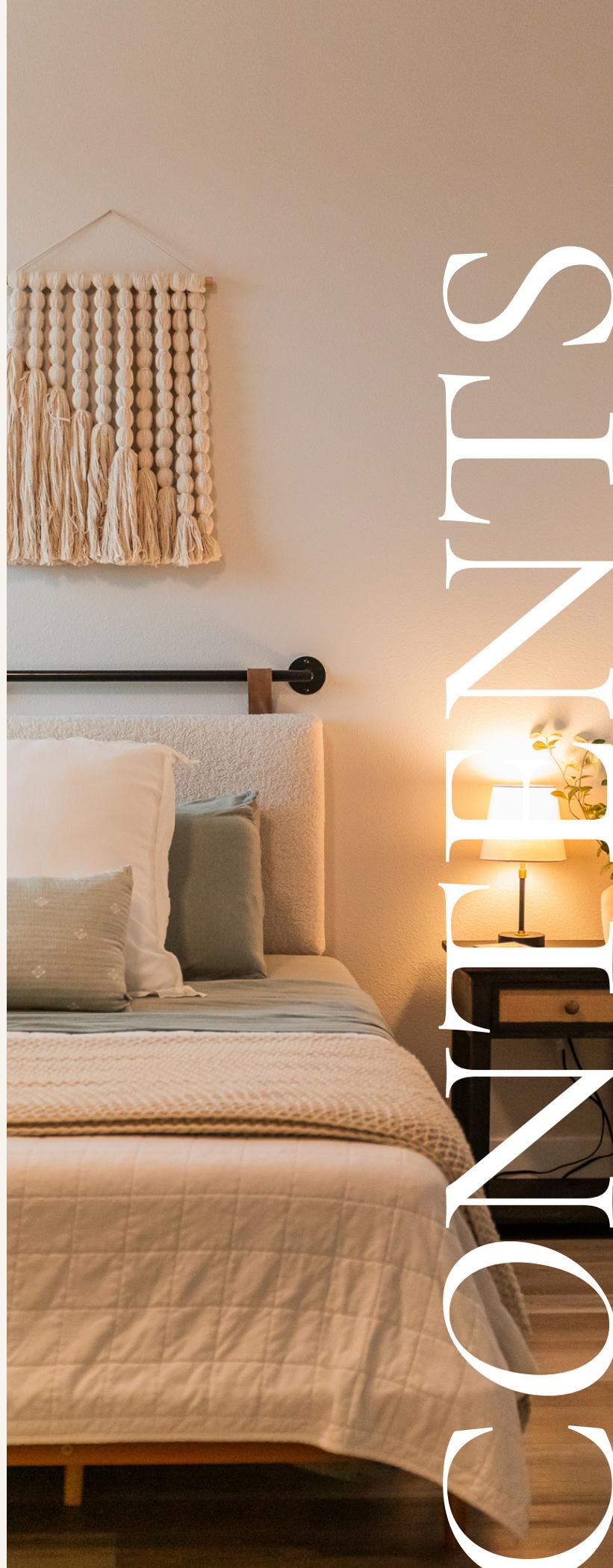
Photos & Timeline

Marketing

Online Debut

Contingency Period

Closing Day



STYLING RENTALS CONCEPTS

TAYLOR WILLIAMS

Realtor®
& Interior Designer

ABOUT ME

I'm a Real Estate Broker, Interior Designer and Business Owner. I help people learn to dream, and come up with strategies on how to make their dreams a reality when it comes to real estate and design. I do this by using integrity, creativity and excellence.



SERVICES

- Residential Sellers Representative
- Residential Buyers Representative
- Lot/Land Sales (vacant or improved)
- Investment Properties (long term & short term rental or commercial)
- New Construction
- Furnishing/Staging (Airbnb, Furnished Finder etc.)
- Interior & Exterior Design guidance

EXPERIENCE

- 10 years licensed and selling real estate in Billings & surrounding areas..
 - Airbnb Host and Furnished Rental Owner
 - Broker & Supervising Broker endorsements.
 - Interior Design Institute & Design Center Manager Certifications.
 - Designed finishes & staged homes for McCall Homes and have helped many clients.
-

SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With a thoughtful approach to marketing, a streamlined system for paperwork, and clear communication, I hope to take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING
CONSULTATION &
SET PRICE

PROFESSIONAL
PHOTOS & SIGN
DOCS

OPEN HOUSE +
ADS &
SHOWINGS

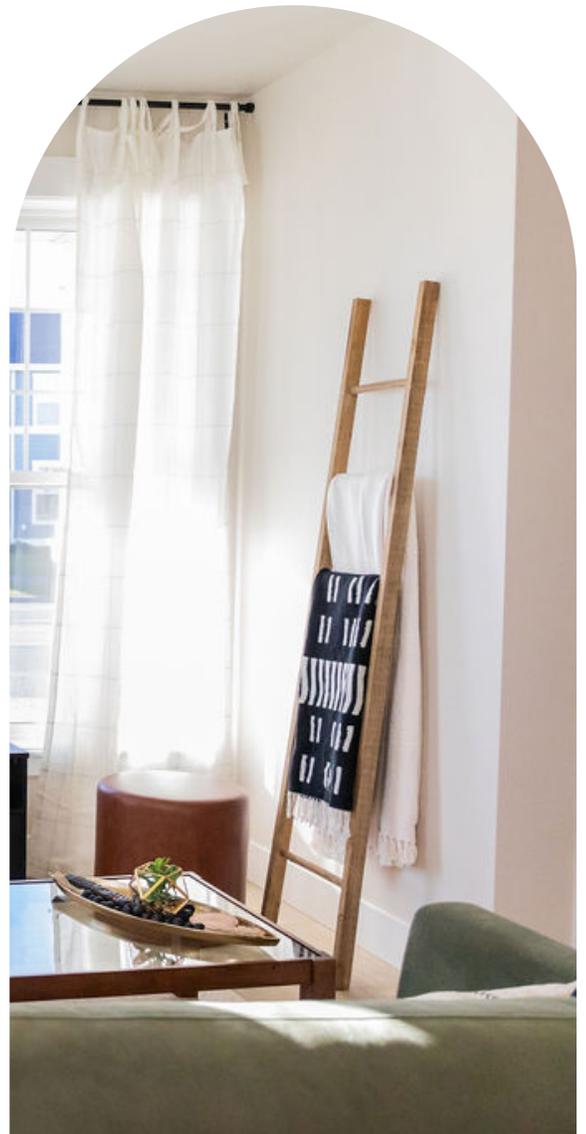
CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our required documents, an explanation of marketing strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Taylor



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

01 *Kitchen*

- Clear off all counters, everything from loaves of bread to paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture/toys if needed
- Remove all eye-sores

03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal valuables
- Replace bright bedding with neutral tones if possible

04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace old and ugly towels/rugs with new ones if possible.

05 *Yard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06 *Front Entry*

- Sweep front porch + add welcome mat
- Plant potted flowers - dust webs
- Trim and mow regularly

07 *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint
- Fill in nail holes

08 *Final Clean*

Prior to photos you'll want to do a deep clean. Either yourself or hire. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

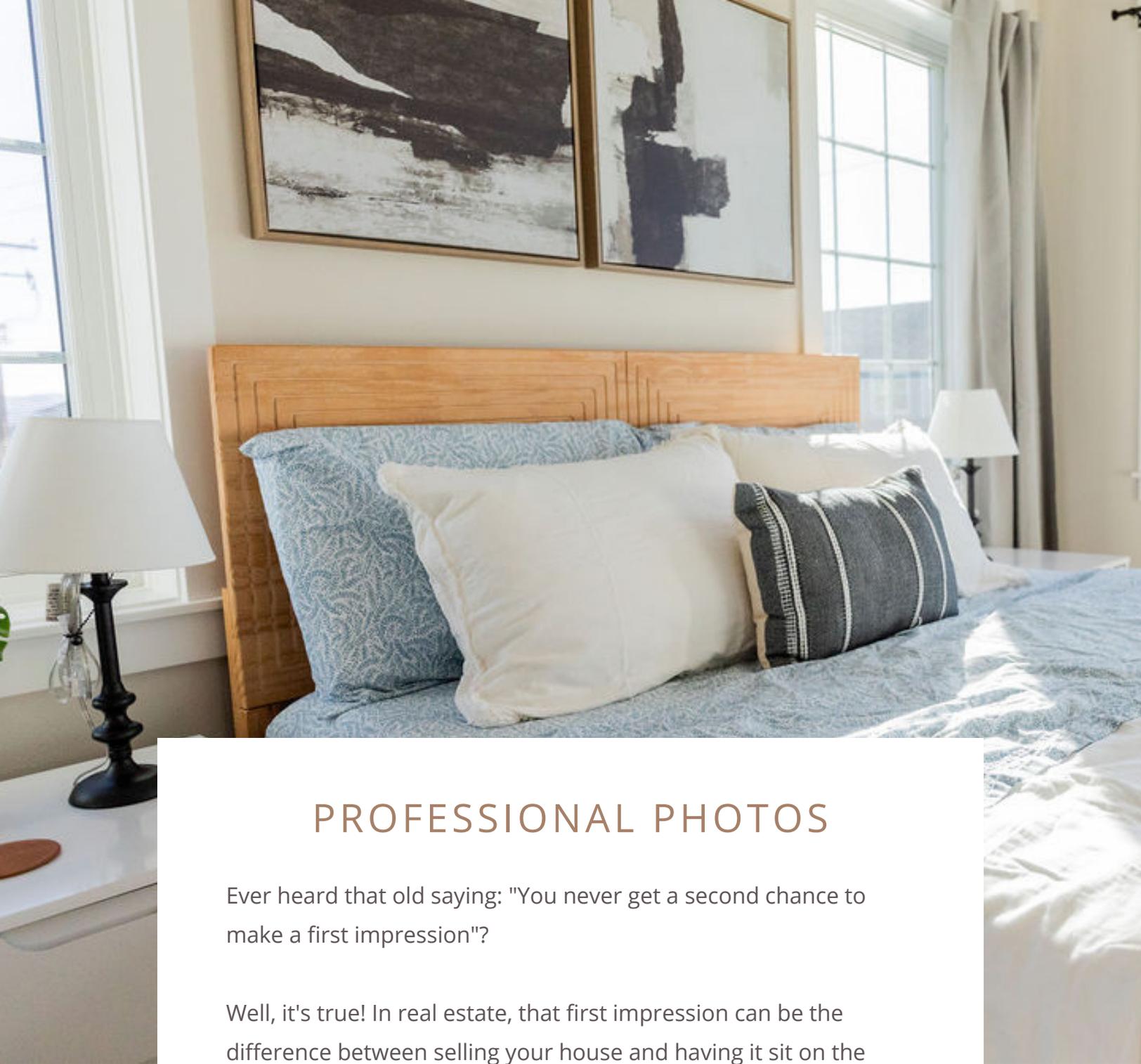
YARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months. These days, your first impression is online!

When it comes to real estate photography, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home. Thankfully, I've found just the right photographer for the job!



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



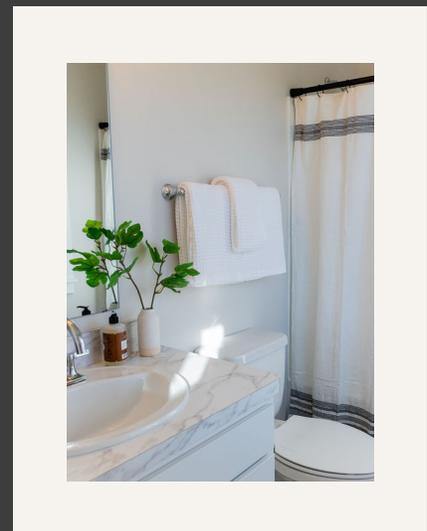
68% of consumers say that great photos made them want to visit the home.

GO TO MARKET TIMELINE

Statistics show that homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken within 1-2 weeks prior. Typically photos will happen on a Monday or Tuesday so the photographer has a couple days to get them done and sent to me.

The photos will then be edited and used to build the following marketing materials:

- Your MLS listing (this gets fed to sites such as Zillow, Homes.com, etc.)
- Neighborhood direct mail pieces & email blasts
- Social media posts & ads
- Open house materials



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

Multiple Listing Service: The MLS is a tool to help listing brokers find cooperating brokers working with buyers that are searching for homes like yours. This is where the most motivated and qualified buyers come from.

02

SOCIAL: The world we live in! First an Instagram post/reel. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour!

03

OPEN HOUSE: Which invites them to the house so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

With that said, I'm not afraid to go old school and create things like mailers, post cards or go door to door!



The goal is to give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers

OPEN HOUSE



Open houses are typical when selling a property. Think about it: when you hold an open house, you're exposing your listing to the world (or at least, our little corner of the world here in B-town). That means that this event will give your property another reason for attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person! Instead of many open houses, I try to stick to one, *intentional and timely* "kick-off" event right after hitting the market.. Bring in the buyers baby!

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team (either over the phone or in person) to review the offers so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time. Though this is less common, it can still happen!





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in the contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

Inspection 01 *Contingency*

Almost every contract has an inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

Financing 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We typically don't accept offers unless we have the buyer's pre-approval from a lender.

Appraisal 03 *Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, you've reached the finish line! After you sign everything...the deal is closed once the following is done:

Typically, once the closing agent is in receipt of all signed documents and the funds are transferred, then we'll release keys to the new homeowner.

The deed isn't a legal document until it has been recorded by the county recorder's office. The title company will send it to record. This can take a few hours.

2. Depending on when the deed records, funding will follow. Most loans fund the same day.

A modern living room with a wooden chair, a blue sofa, a green coffee table, and a lamp. The room is bright and airy, with large windows and a light-colored rug.

What you **CAN EXPECT**

I know this is about more than selling high and buying low and I can promise you that while there can be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with updates. If issues arise you can expect honesty & creative problem solving to get you where you want to go.

Taylor

Your RESOURCE GUIDE

TITLE COMPANIES

- Flying S Title- Julie Simanton
406.294.7877
- First Montana Title- Jasmine
Coble
406.248.3000

LENDERS

- Kamber Kelley - Cross
Country Mortgage
406.208.9676
- Kaycee Carrol - Opportunity
Bank
406.970.7460

HANDYMAN | PAINTERS

- Direlle Stauffer - Fine Line
Painting and Handyman
Services
406.606.9754
- Dylan Bellows - painting and
larger building projects.
319.939.7487

MOVERS | TRUCK RENTAL

- MT Muscle Movers
406.302.5521
- Two Men and A Truck
406.219.4070
- U-Haul
406.248.7162

HVAC | PLUMBING | ELECTRIC

- Hometown Mechanical Inc.
406.969.1446
- MK Plumbing
406.208.3234
- Metro Electric
406.698.6502

CLEANER | LAWN CARE

- Berry Clean, LLC
406.702.1116
- Next Level Lawn Care
406.855.6595

UTILITIES

- Northwestern Energy
888.467.2669
- Montana-Dakota Utilities
800.638.3278
- City of Billings
406.657.8230
- Heights Water District
406.252.0539

LIST YOUR HOME

with

Taylor Williams



GET IN CONTACT

TAYLOR WILLIAMS

REAL ESTATE BROKER

🌐 406.927.3016

@ @taylor0907

✉ Taylorw.re@gmail.com