

YOUR NEXT CHAPTER

SELLER GUIDE



EXLINE HOMES



Rachel Exline
REALTOR®

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www.exlinehomes.com

Meet Rachel! She believes that trust matters the most, and she always puts her clients first. It was Rachel's spirit for service that inspired her to become a licensed TN Realtor®. Rachel brings enthusiasm, excellence and understanding to her client relationships as she works tirelessly to achieve the results they deserve. She genuinely loves working with clients and helping them in any way she possibly can!

Rachel grew up in Nashville and previously held management positions in the health and entertainment fields. She is a summa cum laude graduate of Lipscomb University where she earned her degree in Business Management & Entrepreneurship, while taking opportunities to study in Austria, Germany, and Italy. Her time spent living in Tennessee and abroad has equipped her with the knowledge and experience to help you find your home in any location you may desire!

Better Together
Our Presence

Pilkerton Realtors, Parks Realty and Village Real Estate make up the largest residential real estate firm in the state.

\$6.5 Billion

ANNUAL SALES VOLUME

1,400+

AGENTS

15%

MARKET SHARE IN
MIDDLE TENNESSEE



WHO WE ARE

Pilkerton REALTORS® is a full-service residential real estate brokerage serving clients in the emerging, established, and luxury neighborhoods throughout Middle Tennessee.

OUR STORY

Founded in 1969, Pilkerton REALTORS® is one of Nashville's most experienced and respected real estate brokerage firms with agents across two office locations –Nashville and Brentwood.

Throughout our 50 - year history, we have always remained committed to a single mission: tirelessly working to maximize the outcome of your real estate investment in a diligent, honest and conscientious manner.

Everyone in our company cares deeply about preserving and promoting our culture of integrity and dedication, as originally established by Founder J. Fred Pilkerton and his son, the late Jimmy Pilkerton. We are truly honored to serve our clients.



NASHVILLE

2021 Richard Jones Road #210
Nashville, TN 37215



BRENTWOOD

2 Cadillac Drive
Brentwood, TN 37027

LISTING TIMELINE

PREPARE

- Accurate Pricing
- Optimal List Date
- Absorption Rate
- Declutter
- Depersonalization
- Touch Up Paint
- Known Repairs
- Landscaping/Curb Appeal
- Deep Clean
- Listing Description
- Professional Photos
- Digital, Social, & Print Marketing Plan

OPTIONAL

- Home Staging
- Floor Plans/Professional Measurements
- Video Walkthrough
- Pre-Inspection
- Pre-Appraisal

LAUNCH

- Property Signs
- Broker Open House*
- Public Open House*
- Marketing Campaigns
- Appointment Schedule
- Listing Syndication

**when applicable*



EVALUATE

- Weekly Communication
- Showing Feedback
- Listing Statistics
- Marketing Strategy Effectiveness

OFFERS

- Present Offers
- Negotiate Optimal Terms
- Review Contract Contingencies (Inspection, Appraisal, etc.)
- Select Closing Attorney

CLOSE

- Coordinate Utilities
- Change Mailing Address
- Schedule Movers
- Prep for Final Walkthrough
- Coordinate Keys
- Coordinate Possession
- Celebrate!



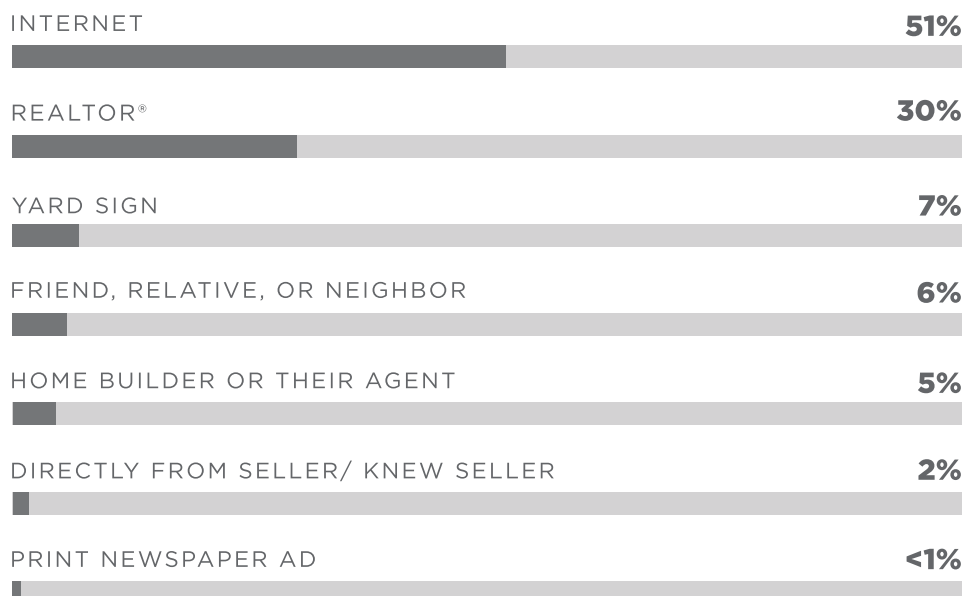
WHAT INFLUENCES THE SALE OF YOUR HOME?

SELLER
HOME PREP
PRICE
TERMS

MARKET CONDITIONS
ECONOMY
FINANCIAL MARKET
LOCATION
COMPETITION

REALTOR®
MARKETING/ADVERTISING
NETWORKING
NEGOTIATING
FOLLOW-UP

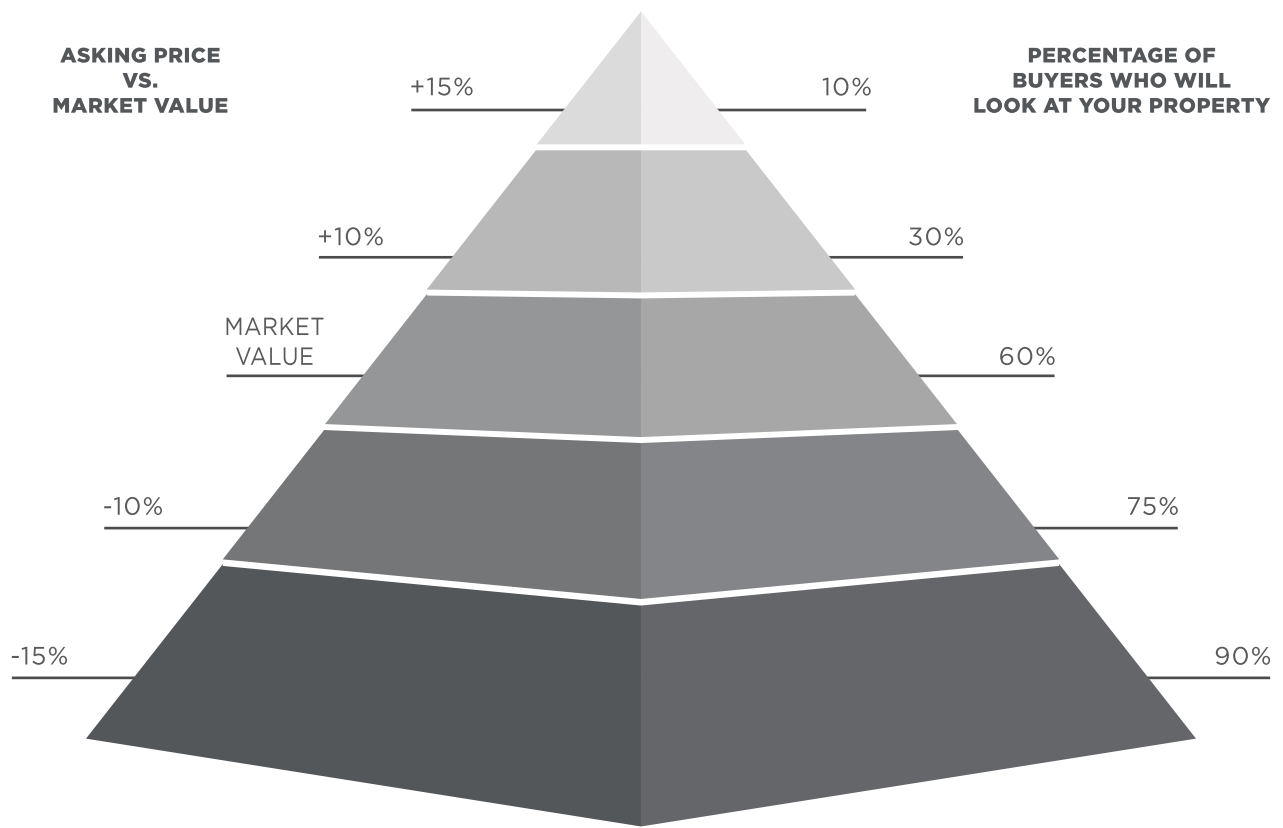
HOW BUYERS FIND A HOME



Source: 2018 National Association of REALTORS®

PRICING YOUR HOME

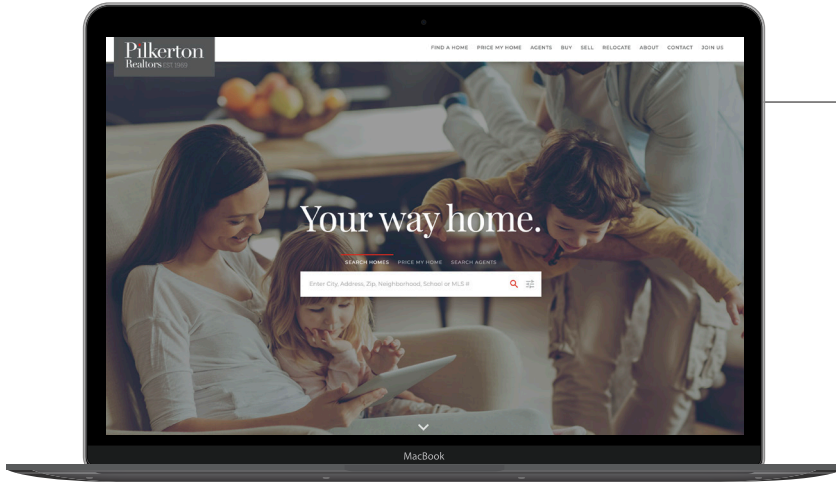
Numerous factors affect your home's market value, from condition of the house and its location to the size and comparable sales in recent months. A Pilkerton REALTOR® is the ideal person to help you assess your home's value. We will analyze the market and determine a competitive and accurate price range.



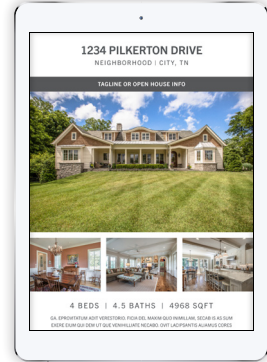
PRICING PYRAMID

MARKETING

The best in digital and print services to keep your listin in front of clients.



PILKERTON.COM

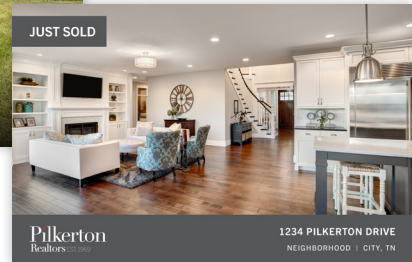


EMAIL MARKETING

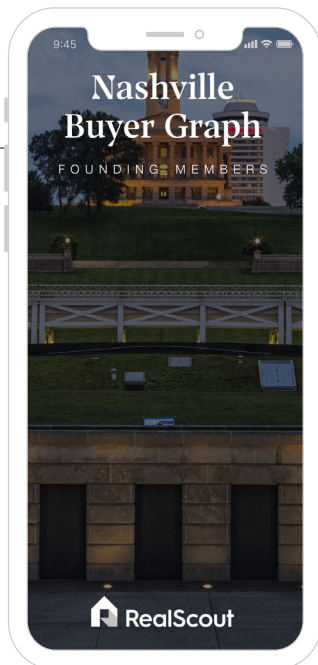
SOCIAL MEDIA



PRINT MATERIALS



REAL SCOUT

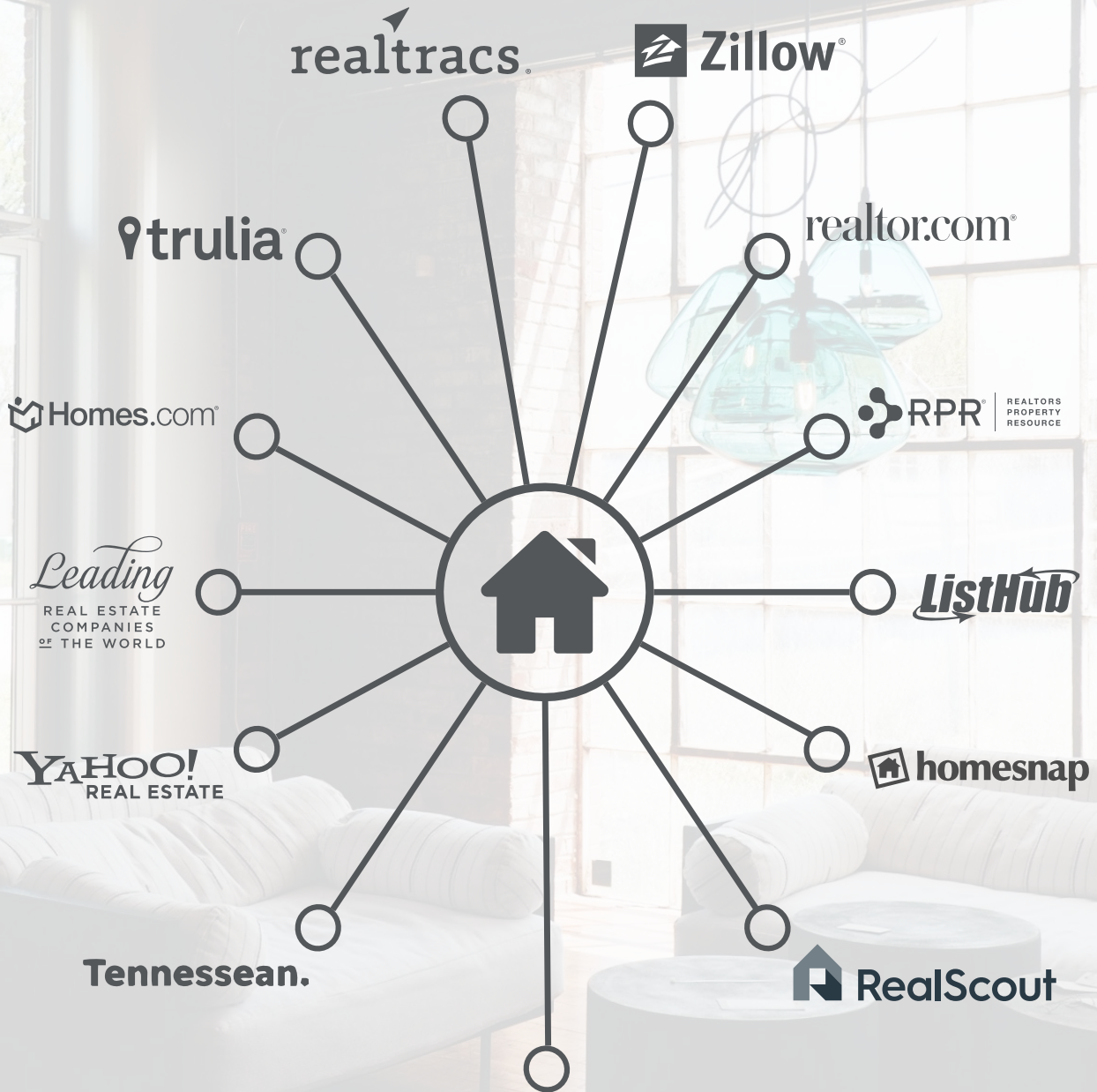


PROFESSIONAL PHOTOGRAPHY



LISTING EXPOSURE

Your home will be syndicated to other websites for MAXIMUM exposure.



HUNDREDS OF
LOCAL AND NATIONAL SITES



COST OF SELLING

EXISTING MORTGAGE

If you're selling a home that has an existing mortgage, you have to pay off the loan including any remaining principal, accrued interest, and prepayment penalties (if applicable) the same day that you close on the sale of the home.

HOME EQUITY LOANS

Any equity loans borrowed against your home must be paid off at the sale of your home.

CLOSING COSTS

Your title company will provide a settlement statement at closing that includes associated closing costs. These typically include title insurance, recording fees, pro-rated taxes, and real estate agent commissions. Closing costs will be deducted from any proceeds you receive from the sale of your home.

MOVING EXPENSES

Calculating the cost of moving is important when determining the true cost of selling your home. Moving costs could include transferring of utilities, hiring movers or renting a moving truck, and storage fees if applicable.

STAGING

The aesthetic of your home is important to attract buyers and yielding a higher price. Decluttering and staging are two ways to help achieve this goal.

IMPROVEMENTS

Enhancing your home's curb appeal and making any necessary repairs and upgrades should be taken into consideration. Well-maintained homes are perceived as more desirable and valuable.

HELPFUL DOCUMENTS

START GATHERING THEM NOW*

- Homeowners association name, phone number, and fees
- Covenants, restrictions, bylaws, rules/regulations, and current financials
- Your existing owner's title insurance policy
- Utility information including providers and billing amounts for past year
- Most recent tax bills (county, city and any other tax district)
- Current home related warranties
- Other current service contracts
- Termite contract
- Security system, if applicable
- A list of items excluded from sale
- Optional: Architectural drawings, homes plans, surveys, improvements made
in last 3 years or time line of major repairs

**Please provide copies or originals if possible.*

RELOCATION SERVICES

Our claim to quality is backed by our endorsement from Leading Real Estate Companies of the World®. In fact, only the most reputable, market-leading firms are invited to join this selective global community.



565
FIRMS

130,000
SALES ASSOCIATES



ENCOMPASSING
4,300
OFFICES

OVER
70
COUNTRIES

WE'RE LOCAL WE'RE GLOBAL®

CONNECTIONS

Our local expertise is matched by our global reach which assists us in marketing listings nationally and worldwide. Referral services through our trusted colleagues will give you the same high level of service and care anywhere in the world.

QUALITY

Only the most reputable, market-leading firms pass the LeadingRE vetting process that disqualifies 80% of brokerages that seek membership. We have been awarded membership because we have a track record of delivering outstanding service.

INDEPENDENCE

Because we are a local company rooted in the Middle Tennessee market, we bring an authenticity, depth of knowledge, and array of community relationships to your transaction that "Big Box" brands cannot match.

LUXURY PORTFOLIO INTERNATIONAL®

As a member of Luxury Portfolio International,® we are connected to a global network of the best in real estate, which allows us to deliver access, insights and sophisticated guidance to high-net-worth clients worldwide.



REACH
the largest audience possible outside of your local market



EXPOSURE
for your high-end listings to national and global buyers



TARGETED
marketing to the high-net-worth and tangible results at the best value



EDUCATION
and the latest research about today's luxury consumer



CONNECTIONS
to the finest, most reputable and powerful companies in the industry

As the luxury marketing division of LeadingRE, Luxury Portfolio International® (LPI) offers its members a comprehensive program of tools designed to promote their listings to a global, affluent audience. LPI markets more than 50,000 of the world's most remarkable homes annually and attracts over three million high-net-worth visitors a year by presenting a gallery of the finest luxury properties and brokerages worldwide.

Luxury Portfolio InternationalLuxury Portfolio's global reach is evident in its extensive collection of homes and a total inventory of available properties over \$58 billion with an average price over \$2.6 million dollars. The 200+ firms affiliated with LPI are all members of LeadingRE and are the most well-respected and well-known experts in luxury real estate in markets worldwide.



The Pilkerton Fund

A COMPONENT OF THE COMMUNITY FOUNDATION

OUR COMPANY GIVING BACK TO OUR COMMUNITY

The Pilkerton Fund provides a way to support our community with an emphasis on the issues surrounding Affordable Housing, Health Care and Human Services.

At Pilkerton REALTORS®, our agents volunteer their time and make charitable donations to many organizations in Middle Tennessee with the goal of strengthening our communities.

MORE THAN
\$200,000
RAISED

WE ARE PROUD TO CONTRIBUTE TO THESE ORGANIZATIONS

Habitat for Humanity of Greater Nashville | Rooftop Nashville | Nashville Dolphins
Bridges of Williamson County | Nashville Food Project | Center for Living & Learning
Friends Life Community | Nashville Diaper Connection | AGAPE (Morning Star)

Pilkerton
Realtors EST. 1969