



Selling Your Home & What Buyers REALLY think..



THE UZAR TEAM
EXPERIENCE . KNOWLEDGE . PASSION

WELCOME



Our position is to sell you're home at the Price You Want.

If waiting six months ultimately leads to accepting less money, was the higher starting price actually helping? When it comes to selling your home and beginning a new chapter, the process can oftentimes feel overwhelming.

Rest assured that together, we can help you navigate the process with ease.

We'll outline the process and create a plan together. Making every step enjoyable & easy. We will take photos, video, etc

Buyers don't compare your home to perfection. They compare it to competing options.

If every showing ends without an offer, what might buyers be telling us?

Selling your home is a Transition, but most agents call it a transaction.

WHY HIRE US?

TIM & PATTY UZAR

We treat every relationship as a new relationship to cultivate.

We listen and build a custom plan just for you right now, in your situation.

We learn “why you’re selling” to get you the price you want for your home.



TOGETHER
WE SUCCEED

At Century21, we utilize every marketing platform and consistently rise above while other brokerages may fall behind.

We thrive in this dynamic environment by utilizing innovative ways to market your home, including local stations showcasing your home, drone, photo packages- everything is handled by us and at no cost to you!

WHAT BUYERS REALLY THINK

(EVEN WHEN THEY NEVER SAY IT OUT LOUD)

Buyers rarely tell sellers the real
reason why they passed
on a home & instead

THEY SAY THINGS LIKE:

"WE'RE STILL LOOKING."

"WE WANT TO THINK ABOUT IT."

"IT JUST WASN'T THE RIGHT FIT."

"WE'RE COMPARING A FEW HOMES."

BUYERS COMPARE EVERYTHING

**MOST SELLERS EVALUATE THEIR HOME IN
ISOLATION. BUYERS NEVER DO.**

**BUYERS LOOK AT MULTIPLE HOMES AND
CONSTANTLY COMPARE YOURS TO OTHERS.**

**BUYERS DON'T SAY IT'S OVERPRICED, BUT
THEY SAY " I EXPECT MORE AT THIS PRICE"**

SUCCESSFUL SELLING PROCESS



● LISTING
CONSULTATION
SET PRICE

GET THE
HOME
READY FOR
THE
MARKET



PROFESSIONAL PHOTOS AND VIDEO
SHOWCASE YOUR HOME



ONLINE DEBUT
(COMING SOON) OF
DIRECT TO LISTED
FOR SALE

OPEN HOUSES
START UP
PUTTING YOUR
HOME IN THE
LIMELIGHT

● OFFERS!!
NEGOTIATION
& MORE

CLOSE ON THE HOUSE
(AND CELEBRATE)

BUYERS SHOP EMOTIONALLY, THEN JUSTIFY LOGICALLY

They notice:

- how the home feels,
- how bright it is,
- how open it feels,
- how clean it appears,
- how easy it feels to picture themselves living there.



Then later, they justify the decision logically.

This is why small presentation issues matter more than many sellers realize.

Clutter, dark rooms, strong odors, outdated décor, or deferred maintenance create emotional friction — even if the home is structurally sound.

THE WINS...

Buyers Love “The Deal”

Even wealthy buyers want to feel smart. Nobody wants to feel like they overpaid. This is why strategic pricing often creates stronger results than aggressive pricing.

A well-positioned home can create:

- urgency, competition, emotional attachment, and stronger offers

An overpriced home often creates:

- hesitation, skepticism, and negotiation pressure.

The Marketing Process

Homes perform best when they go to market on a **Thursday**. On photo day, we'll do staging and cleaning prior to photo and video.

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

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials (if seller wants open house)

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.

MAILERS

1

SOCIAL

2

OPEN
HOUSE

3



OFFER, & 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 their offer.

We will discuss ALL OFFERS.

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 CONTINGENCIES...

Inspection Contingency

Every contract should have a 3-5-10 day inspection contingency. This is when the buyer is able to do their due-diligence on the property with a professional inspection.

Appraisal 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.

Financing 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.

Home Sale Contingency

Most contracts are also contingent on the buyer's financing.



CLOSING DAY

Closing day is more than paperwork and signatures. It's the moment all the preparation, decisions, stress, and uncertainty finally turn into resolution. Most sellers think the goal is simply to "sell the house," but what they really want is confidence that they made the right decisions along the way.

The sellers who experience the smoothest closings are usually the ones who positioned the home correctly from the beginning, listened to market feedback early, and understood how buyers actually think. By the time closing day arrives, the strongest transactions rarely feel forced — they feel inevitable. That's what happens when strategy, presentation, pricing, and buyer psychology all align properly from the start.

SUMMARY OF SERVICES

*Management of MLS Listing
MLS Home Description
Custom Marketing Plans
Personalized Property Webpage
Listing Syndication
Social Media Advertisement & Ads
Home Staging
Professional Photography
Listing Media/Post Cards/Brochures
3D Virtual Tours of Home
Local Marketing Mailers
Drone Footage/Floor Plans
Open Houses
Security Lock Box
QR Codes/Additional Market for Signs
Feedback of Showings
Present All Offers
Handle Buyers/Negotiation/Contract Terms
Inspection Guidance
Navigate Post Inspection
Answer Everything & Much More*

Let's Talk About Your Home Sale!

The sale of your home, when you're ready, should be handled with care request a listing appointment with you where we can sit down and go over everything, as well as take a tour of your beautiful house.



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PATTY UZAR TIM UZAR



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