

# THE PPG DIFFERENCE

## in SELLING YOUR HOME!

### THE PPG PLAYBOOK

- Schedules Walk & Talk meeting to discuss in detail getting your home ready to go on the market.
- Provides helpful tips, images and home-specific suggestions to get ready for photo session & showings.
- Schedules appointments/provides estimates for any recommended work needed (painting, cleaning, pressure washing, virtual staging, etc.).
- Works with top rated photographers to capture complementary listing photos, teaser video and/or virtual tour (as applicable).
- Posts listing in FMLS & GA MLS systems with syndication to online real estate websites. Posts signage at property.
- Runs 'Coming Soon' & 'Just Listed' marketing campaigns to expansive network and neighborhood to promote your listing.
- Quickly responds to all agent requests for additional information.
- Presents all offers in a timely manner, with educated & detailed breakdown of all offers received.
- Continued check-in visits to home if vacant through the listing period (collect packages, mail, cleanliness checks, etc.).

### STANDARD AGENT

- Posts listing in FMLS system.
- Puts a sign in the yard.
- Hopes it sells.

