

The Exclusive Guide to Selling

*Maximize Your Home's Value &
Sell with Confidence*

SOLD

The Real Yasherica

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Dear Seller,

Thank you for trusting me to assist in your home-selling journey! Selling a home is a big step, and I'm honored to help you navigate this process with confidence and clarity. Whether your goal is to sell quickly, maximize your profit, or both, I'm here to connect you with experienced real estate professionals who will prioritize your needs.

I would like to personally and quickly introduce myself. Real estate has been my passion since I was 12 years old, inspiring over a decade of dedication to the field. After years of studying, researching, and sharpening my skills, I earned my real estate license in 2021. Within three years of being licensed, I decided to make the transition from being an on the field agent (real estate agent) to being a real estate matchmaker agent (referral agent). In 2025 I launched my referral business, which bridges agents and clients for seamless transactions. My background includes knowledge in marketing, negotiation, business communication, and data analysis, combined with a strong foundation in psychology and technology. I specialize in connecting clients with top agents while providing personalized, detail-oriented services. My mission is to help agents and clients achieve their goals through innovative solutions, collaboration, and excellence.

My role as your referral agent is to match you with agents who specialize in your local market and have a proven track record of success. Together, we'll ensure your home is marketed effectively and that you have the support you need to achieve your goals.

This packet includes helpful tools and information to prepare you for the selling process. I encourage you to review the "Topics To Consider & Why (Seller Edition)", which helps me tailor my services to your specific needs once you answer my questionnaire. The better I understand your goals, the better I can serve you.

If you have any questions or would like to discuss the next steps, don't hesitate to check out my website or reach out. I look forward to helping you achieve a successful and rewarding sale.

Warm regards,

Yasherica Goodin

How This Works: Steps of Services (S.O.S)

Guiding Your Real Estate Journey, One Step at a Time

STEP	OFFER	SERVICE
Contacting	<ul style="list-style-type: none"> - A return of contact (phone, email, text, social media, website) - To start or schedule a free consultation through phone or video chat 	I respond back to your initial contact of reaching out or putting in an inquiry about your real estate needs.
Consultation	<ul style="list-style-type: none"> - A brief introduction of myself and my services - A collection of basic information from you about your real estate needs 	We will have a brief introduction of what your goals are and how my services can help.
Preparing	<ul style="list-style-type: none"> - Time to help you understand the real estate process - An emailed packet with helpful guides, checklists, and resources 	I provide resources to get you ready for what's to come in this real estate journey.
Evaluation	<ul style="list-style-type: none"> - A questionnaire of your goals, readiness, and preferences - An in-depth analysis of you, your finances, property, & environment 	We will have a one-on-one discussion about all information needed for your real estate path.
Researching	<ul style="list-style-type: none"> - To begin searching for an agent based on your personal real estate goals - Utilizing my market research analysis and tech savvy skills 	I screen agents based on their local market expertise, transaction history, community involvement, and communication style.
Recommendations	<ul style="list-style-type: none"> - Provide the best agents in the correct area to choose from based on your needs (proof/facts provided) - Interview with your chosen agent for extra assurance 	We review my curated shortlist of agents and go over which would be an excellent fit for your needs.
Connecting	<ul style="list-style-type: none"> - Arrange a group meeting of me, you and the selected agent (call, text, video chat) - Offer my help and assistance to both client & agent 	I facilitate an introduction between you and the selected agent, ensuring a smooth transition to the next step of your real estate journey.
Progression	<ul style="list-style-type: none"> - Make sure your chosen agent has went over his/her plans to meet and align with your goals - Collaborate with agent to address any concerns 	We go over plans going forward from me and/or the selected agent about your real estate goals to ensure your satisfaction.
Monitoring	<ul style="list-style-type: none"> - Regular check-ins to track progress within the real estate journey - Guidance on next steps or adjustments, if necessary 	I keep in touch and check in to see if everything is going as expected in terms of tasks and time frame.
Completion	<ul style="list-style-type: none"> - Celebration of reaching your real estate milestone - Resources to help you settle into your new situation (tips & checklists) 	We seal the deal on your real estate vision and go over what you could do next to get settled.

Client Services: Profiles of Professionalism (P.O.P)

Evaluating Agents to Match Your Real Estate Vision

Profiles	Offers	Professionalism
<p>Marketing</p>	<p>~ Agent's performance in market</p> <p>~ Agent's local expertise includes knowledge of specific neighborhoods, markets, and property types</p> <p>~ Agent's community involvement includes event participations, partnerships with businesses, and organization memberships</p>	<p>An agent's marketing profile can tell how professional they are with local expertise and community involvement.</p>
<p>Researching</p>	<p>~ Detailed research on agent's</p> <p>~ Agent's unique selling points includes specific skills or specializations, such as first-time homebuyers, luxury homes, commercial properties, or investment properties</p> <p>~ Agent's experience & credentials includes background, years of experience, and certifications</p>	<p>The more research that can be done on an agent, the more information I can find such as their unique selling points or experience and credentials.</p>
<p>Analyzing</p>	<p>~ Analysis on the numbers</p> <p>~ Agent's market presence includes activity level in the local market such as the numbers of active listings, homes sold, and reviews</p> <p>~ Agent's transaction history includes transaction record such as time on market, price range, and asking vs selling price</p>	<p>Analyzing and getting into the numbers can provide knowledge on an agent's market presence and transaction history.</p>

Golden Services for Clients

As a client of mine, my biggest goal is to find the right agent for your needs. My services go beyond just picking an agent in the area. I utilize my skills in market research analysis to show and tell you why an agent may be a good fit for your needs. Here's how I do it:

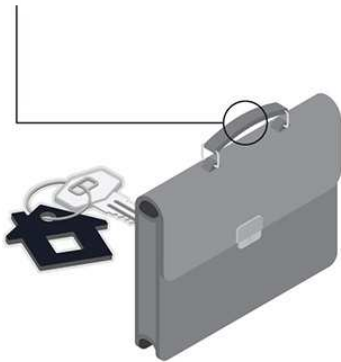
- **Agents Performance In MARKET**
 - **Agent's Local Expertise:** knowledge of specific neighborhoods, markets, and property types
 - **Community Involvement:** event participations, partnerships with businesses, and organization memberships
- **Detailed RESEARCH On Agent's**
 - **Agent's Unique Selling Points:** specific skills or specializations, such as first-time homebuyers, luxury homes, commercial properties, or investment properties
 - **Agent Experience & Credentials:** background, years of experience, and certifications
- **ANALYSIS On The Numbers**
 - **Market Presence:** activity level in the local market, including the number of active listings, homes sold, and reviews
 - **Transaction History:** transaction record, including time on market, price range, and asking vs selling price

Seller's Roadmap



1 Meet with a real estate professional

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.



2 Establish a price

Your agent will provide a market analysis, which will help you set an asking price.

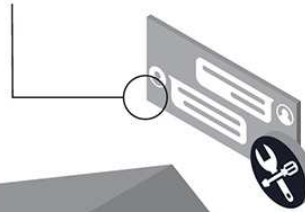
Strategic pricing

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



3 Prepare your home

View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.



4 List it for sale

When everything is in place, your agent will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.

Showings

potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.



5 Offers and negotiations

If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

Choosing an offer

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter an offer based on its merits.



6 Under contract

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreement.

7 Final details

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

8 Closing

This is the transfer of funds and ownership. Depending on when the buyer moves into the home, you will need to be all packed up and ready to move.



Real Estate Professional

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Congratulations!
You've successfully
sold your home!



This is not intended to solicit a currently listed home. Information is deemed reliable, but not guaranteed.

Home Seller's Guide



Home Seller's Guide

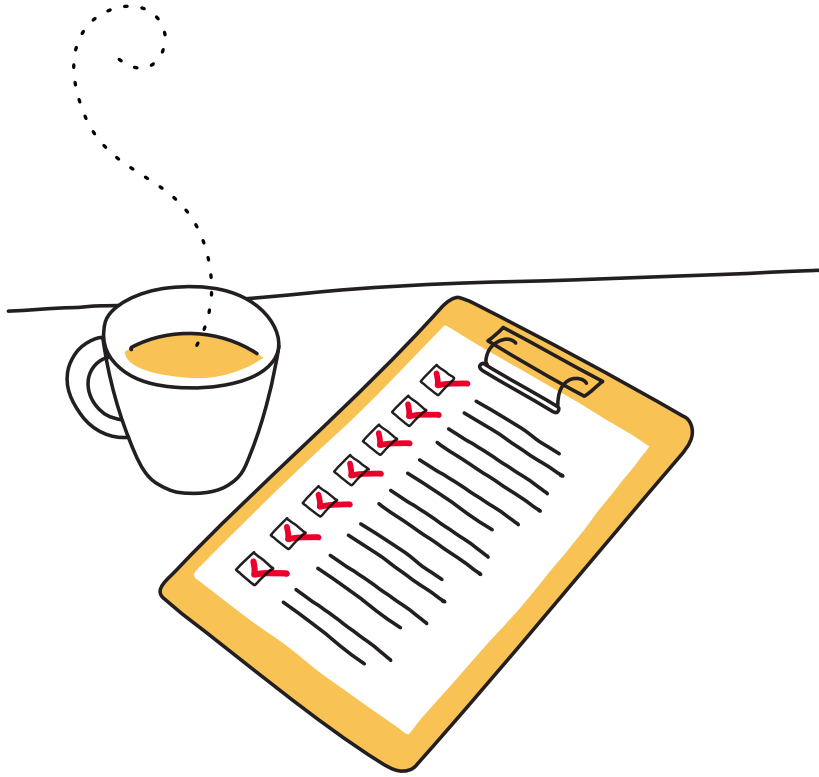
A new job, growing family, or just looking for a different climate – there may come a time when you need to move from your current home. While the reasons for a move can often be exciting, the idea of selling your home can be overwhelming. Don't worry! With some sound strategy and the help of a real estate professional, you can go from "For Sale" to "Sold" in no time.

This guide is designed to give you a detailed look at the home selling process.



7 Steps to a Successful Sale:

1. **Fix It First** – Repair home wear and tear
2. **Go With a Pro** – Enlist a real estate professional
3. **Price it to Please** – Price your current home
4. **Market Your Home** – Put your home out there
5. **Dress to Impress** – Prepare your home for showing
6. **To the Negotiating Table** – Accept, reject, or counter
7. **Closing Time** – Complete the transaction



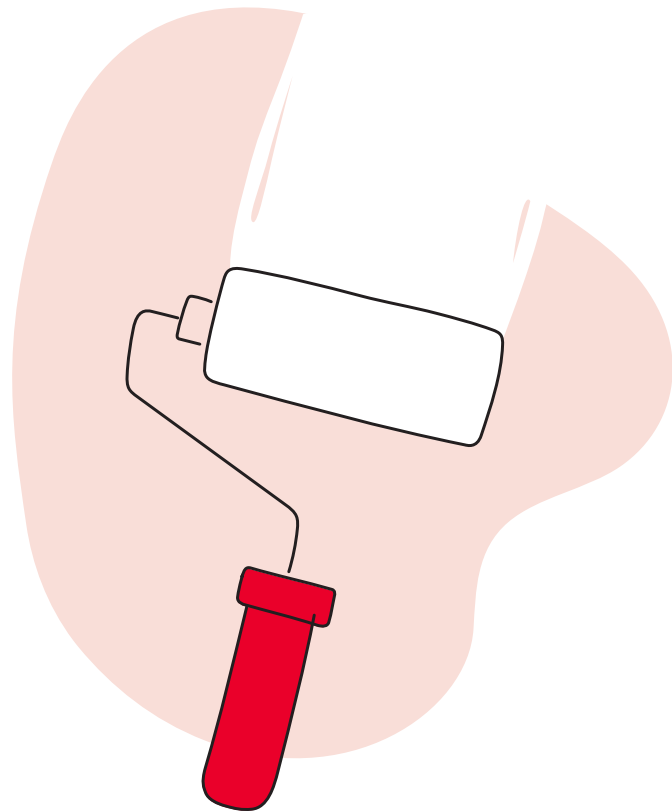


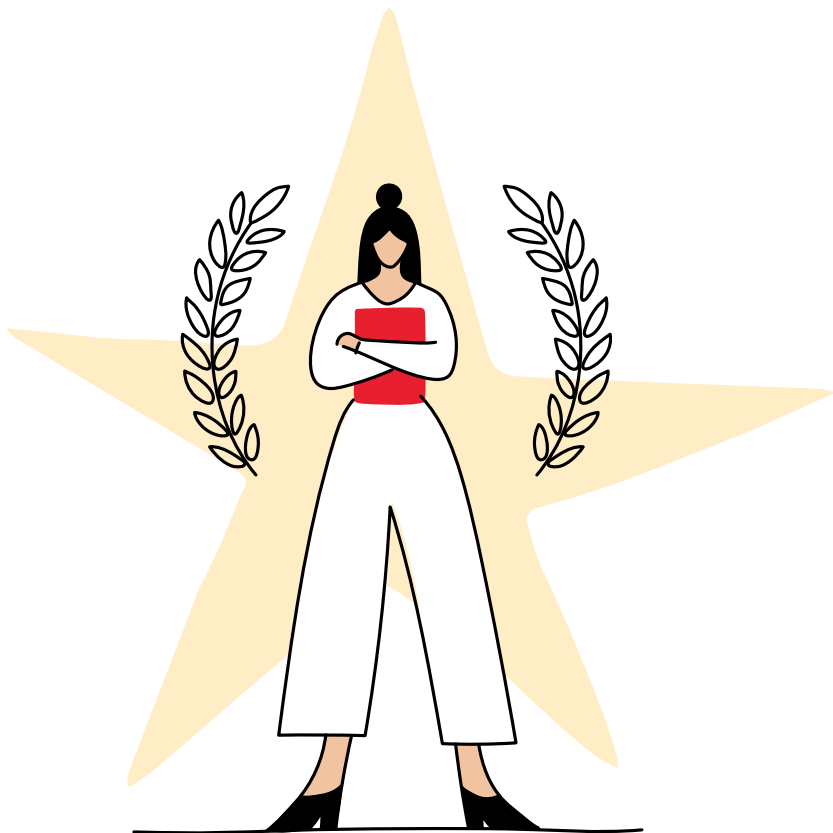
Step 1 – Fix it first

Unless you don't mind getting a lower price for your home, you're going to need to address any wear and tear on your property. Doing so will help improve your home's appearance, strengthen its appeal, and increase its value.

Carefully examine your home and note issues you can easily handle on your own such as fresh paint, landscaping, lighting updates, doorknob replacement, etc. Then take stock of more complex fixes like heating and cooling, plumbing, mold, foundation, gutters, wood rot, and roofing. Issues with any of these can make the difference between "deal" and "deal-breaker".

Once you have a clear assessment of what needs to be done, focus on tackling the high-priority improvements first. While this may cost both time and money, it can ultimately get you a faster sale at a higher price.





Step 2 – Go with a pro

If confusion, mistakes, and headaches don't bother you, then go it alone. But if you want to sell your home faster, for more money, and with less hassle, then you're going to want to enlist the help of a real estate professional.

When looking for an agent, be sure to go with a pro who has experience and expertise in your particular market.

When working on your behalf, a professional agent should:

- Outline their professional responsibilities to you, including complete disclosure, loyalty, confidentiality and accountability
- Help you determine the best asking price
- Extensively market your home
- Offer expert advice on ways to prepare and show your property
- Assist you, if necessary, in finding any home-related services you need
- Provide feedback from all showings and open houses
- Update you on market changes that could affect your property's sale
- Be available to help potential buyers
- Promptly present and evaluate each offer with you
- Negotiate the highest possible price and best terms in partnership with you
- Manage contractual, title and transaction details
- Ensure that mandatory items are signed, sealed and delivered on closing day
- Assist you in arranging a moving company and relocation agent, if needed





Step 3 – Price it to please

Pricing your home is all about finding the right balance between what will make you and any potential buyers happy. Ask for too much and buyers won't even look twice; ask for too little and you could miss out on a better return on investment.



Research comparative homes

You'll want to obtain a Comparative Market Analysis (CMA). This is a document drawn from a local Multiple Listings Service (MLS) database that presents pricing information, property details, and photos of homes similar to yours that have recently sold, failed to sell, or are currently on the market in your area. Your real estate professional will usually provide you with a CMA and include a suggested price range for your listing.

Gaining a good understanding of what has and has not worked in your area will help you to strategically price, position, and present your property to sell at top dollar within a reasonable timeframe.

Allow room to negotiate

When pricing your home, it can be wise to add a bit of a cushion. Most buyers come to the table expecting a little back and forth negotiating, and providing a cushion allows for this. Your agent can help you determine the right amount of wiggle room. Another way some sellers help seal the deal is by offering to cover closing costs, while sticking to a higher asking price.

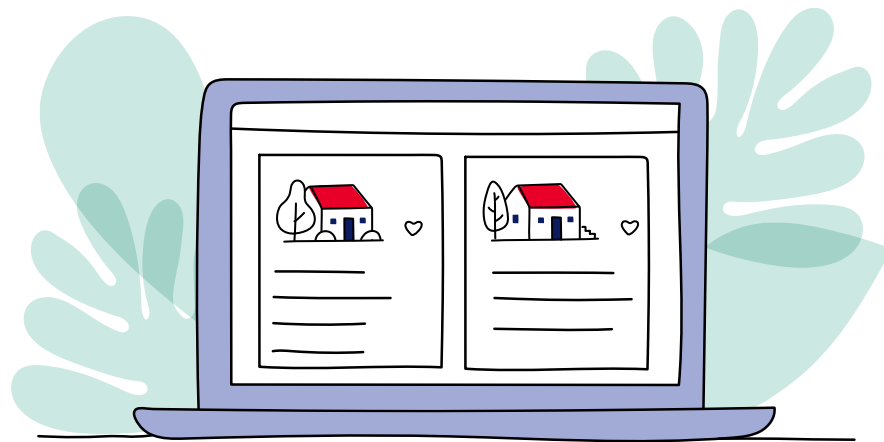


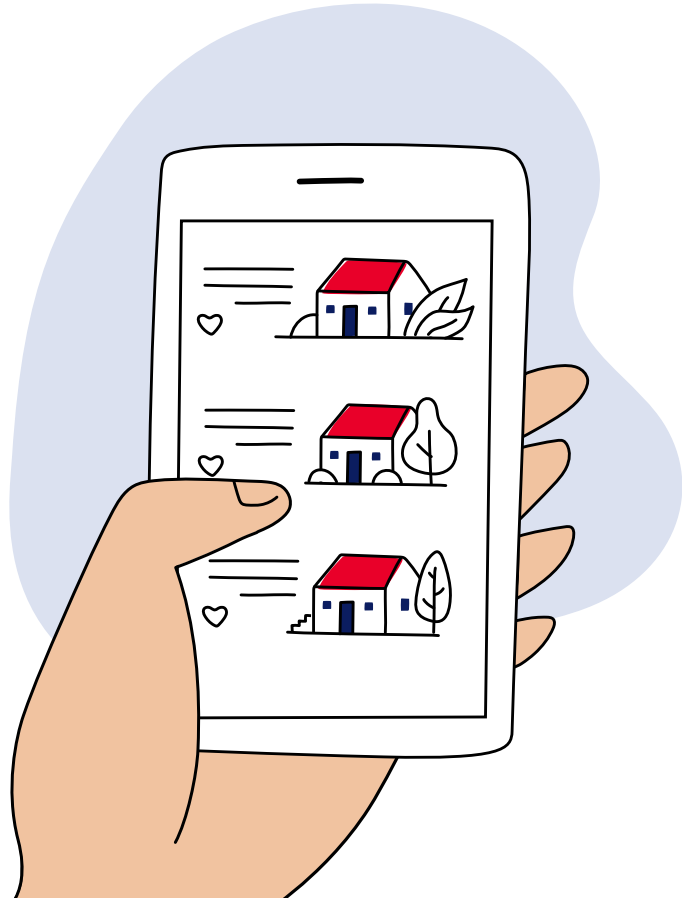
Step 4 – Market your home

Nice job! You’ve followed steps 1 through 3 and are well on your way to selling your home.

But a successful sale takes more than home improvements and strategic pricing. Next, you’ll need to reach the maximum number of potential buyers with your home listing.

Homebuyers rely heavily on the internet, mobile apps, and real estate professionals for information on properties. Other sources include yard signs, open houses, homebuilders, newspaper and real estate magazine ads, and television.





Be where the buyers are

Ninety-seven percent of all homebuyers use the internet at some point during the search process, while 43% start their search online.¹ Simply put, you'll want a real estate agent with a robust online marketing strategy.

When searching online, buyers want to see:

- Detailed property information
- Floor plans
- Property photos
- Virtual tours

Showcase your community

The look and condition of your home is critical, but don't discount the importance of where you live. Most buyers usually "buy" an area first, so the quality of a neighborhood is actually one of the most important factors in your sale.

Be sure to talk up your community's best features, including parks, restaurants, shopping and other attractions. These things impact quality of life, and potential buyers will be interested in them. Your agent has access to the neighborhood details buyers want to know about, and can help sell the relationship between community and home.

A comprehensive approach to showcasing your home and community

When selling your home, “more” is the name of the game. You want more serious buyers. More showings. More offers. Instead of relying solely on the internet to market your home, you want a comprehensive and diversified strategy to maximize your property’s exposure.

A trained real estate professional can help you showcase your listing across the following:

- Multiple Listing Service (MLS)
- Realtor.com® and third party websites
- Real estate company website(s)
- Personal agent website(s)
- Social media sites
- Local real estate papers and magazines
- Television
- Open houses
- Direct mail and email campaigns
- Highlight info to all agents in their company’s local offices
- Notifying the area’s top real estate professionals
- Real estate professional tours
- Networking within the local community
- Notifying potential buyers and referral sources in their database



Step 5 – Dress to impress

It's true that looks aren't everything, except when you're trying to sell your home. When you put your home on the market, you need it to look its best and set the stage for a great first impression.



Cut the clutter

Go through each and every room of your home and get rid of clutter, extraneous objects, and general messiness. You want the space to look organized and cared for.

Remove personal items like framed photos, your kids' drawings, and even your beloved ceramic frog collection. It's important that buyers can picture themselves living in what will hopefully become their home.

Pro tip: Don't just stuff those things in the closet!

Potential buyers will definitely be checking out the closet space, so you don't want it crammed with ceramic frogs. Store your items neatly up in the attic, down in the basement, or in a rented storage facility.

Tips for showing your home:

- If you've painted in neutrals, add a touch of color with some decorative accents
- Place fresh flowers where they'll stand out
- Open all doors and windows beforehand to circulate fresh air
- Pick up toys, remove clutter, ensure beds are made, and put clothes away
- Clean all the floors and vacuum any carpets or rugs
- Ensure trash and recycling bins are tidy and odor-free
- Make your kitchen and bathrooms sparkle
- Bake cookies or place a pan of cinnamon in the oven to create a warm, inviting aroma
- Not everyone loves animals and some may even be allergic, so keep your pets offsite and make sure their areas are clean and odor-free
- Remove all cash, jewelry, and small valuables from view



Step 6 – To the negotiating table

It's happened! You've got a buyer! This is where negotiations between the buyer and you, the seller, begin. The negotiating process is typically relatively painless, but if things do get sticky, your agent should be your strongest ally and best resource for solutions.



The basic process

Generally, the buyer will make an offer on your home using a contract developed by your local real estate association. In this contract the buyer will set a sale price and include conditions for terms of purchase called "clauses." These clauses may include specific closing and possession dates, deposit amounts, home improvements, and a variety of other conditions.

When your agent delivers the offer to you, you have the option to accept it, reject it, or counter it. If you choose to counter, the negotiating process begins. This may include several rounds of successive counter offers, each with deadlines for responding and meeting various conditions set forth by either the seller or buyer. This will continue until either both sides reach a mutually satisfactory pending agreement or the negotiations collapse.



Basic principles for successful negotiation:

- **Disclose everything** – Smart sellers proactively disclose all known defects to their buyers. Most states have property disclosure forms. Use them.
- **Ask questions** – Offers may contain complicated terminology, sometimes three or more addenda. Your real estate agent can help to clarify.
- **Respond quickly** – When buyers make an offer, they are in the mood to buy. But moods change, and buyers are known to get buyers' remorse. Don't delay if you want the sale.
- **Stay calm and be patient** – Keep communication civil and agreeable at all times.
- **Meet halfway** – If there are disagreements about relatively small expenses, consider splitting the difference.
- **Be cautious with contingencies** – When you've landed your buyer, your signed acceptance of a written offer becomes a sales contract. Except for removing any contingencies, this document is the binding basis for the sale.
- **Rely on your real estate professional** – It's your agent's responsibility to represent your best interests every step of the way. Your success is their success.



Step 7 - Closing time

The negotiations have ended amiably and you and the buyer have followed through with your respective contractual obligations associated with finalizing the sale. Perfect!

The various contingencies and special conditions stipulated by the seller and buyer in the pending sales agreement must be met by the closing day, which usually falls within 60 days after both parties have signed the agreement.



Common contingencies and conditions:

- The buyer's securing of financing
- **A title search** – a historical review of all legal documents relating to ownership of the property to ensure that there are no claims against the title of the property
- The purchasing of title insurance in case the records contain errors or there are mistakes in the review process
- A professional appraisal of the home, requested by the lender to ensure that the home's actual value justifies the loan amount
- Any additional contractual promises you have made in connection with buyer incentives, home improvements, etc.
- An independent inspection of the home's structural and functional condition (foundation, roof, electrical, heating, plumbing, etc.)
- An independent termite inspection
- **A final walk-through** by the buyer to verify that the home is in the same condition as when the sale agreement was signed

Carefully review the sales agreement with your agent to have a clear understanding of your obligations. Any shortfalls or mistakes at this point can be costly.

Completing the transaction

The closing agent – a third-party professional, a lawyer in some states, who conducts the proceedings – will review the sales agreement and take care of the following:

- Determine the total amount due from the buyer and collects the check
- Determine all the adjustments (e.g. seller prepayment of taxes, utilities, etc.) and ensures that they're factored into the transaction
- Assure that the transaction costs (closing, legal fees, etc.) are paid
- Determine the seller's payments, credits and adjusted net proceeds
- Witness the seller's signing of the property title and all other documentation associated with the transaction
- Collect the keys and any other necessary items from the seller
- Provide the seller with the net proceeds as well as copies of the documentation pertaining to the sale
- Ensure that buyer's title is properly recorded in the local records office along with any mortgage liens

In most cases, the buyer's possession date will fall within a couple days of the closing date, at which point your former home has a new occupant.

That's it! Your home selling journey is complete. Go ahead and take a bow, pump your fist in triumph, or jump for joy. You've earned it!



This information is deemed reliable but is not guaranteed and is not intended to constitute professional advice. For such advice, please consult professional advisors.

Topics To Consider & Why (Seller's Edition)



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Basic Information

- **Why We Ask:** Collecting this information upfront allows us to expedite the process and minimize any delays later on. It ensures that we have everything we need to move forward efficiently.
- **Benefit to You:** Your cooperation in providing this information is crucial to me getting you started with the selling process and helping me assist you better.
- **Think of These:**
 - Name & address
 - Contact information
 - Others involved or on deed

Motivation and Goals

- **Why We Ask:** Understanding your primary reason for selling and your level of urgency allows us to develop a tailored strategy to meet your specific needs.
- **Benefit to You:** Whether you're aiming for a quick sale or hoping to maximize your profit, knowing your goals helps us focus on the approach that best aligns with your priorities, leading to a smoother, more satisfying experience.
- **Think of These:**
 - Primary reason for selling (e.g., downsizing, relocating)
 - Desired selling timeframe
 - Flexibility with moving date



Financial Details

- **Why We Ask:** Knowing the financial aspects, like your mortgage balance and profit expectations, allows us to better calculate your potential net proceeds and manage offers effectively.
- **Benefit to You:** This information helps us guide you through financially informed decisions that align with your goals, ensuring you maximize your profits without unexpected financial stress.
- **Think of These:**
 - Remaining mortgage balance (if applicable)
 - Awareness of potential closing costs
 - Willingness to negotiate on seller concessions

Property Details

- **Why We Ask:** Key details about your property allow us to create a complete, attractive listing and set a price that reflects the property's value accurately.
- **Benefit to You:** We use these details to highlight your property's strengths and appeal to buyers looking for specific features, helping differentiate your home in the market.
- **Think of These:**
 - Square footage, lot size
 - Number of bedrooms and bathrooms
 - Age of the home and major renovations
 - Unique features (e.g., pool, updated kitchen, smart home tech)
 - Condition of major systems (HVAC, plumbing, roof)



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Property History

- **Why We Ask:** Your property's history, like prior upgrades or the length of your ownership, helps us tell a compelling story that can add value for potential buyers.
- **Benefit to You:** Buyers appreciate a property with a strong history or recent improvements, which can increase the appeal and value of your home.
- **Think of These:**
 - Length of ownership
 - Recent upgrades or renovations
 - History of property use (e.g., primary residence, rental)

Home Condition and Disclosures

- **Why We Ask:** Full transparency on the home's condition helps us anticipate and address potential buyer questions or concerns about repairs or updates.
- **Benefit to You:** Knowing these details upfront allows us to accurately position your property in the market and avoid issues during inspections, making negotiations smoother and reducing the risk of deal-breakers.
- **Think of These:**
 - Known issues (foundation, mold, etc.)
 - Required repairs or updates
 - Recent inspections or appraisals



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Pricing Expectations

- **Why We Ask:** Understanding your pricing expectations and any flexibility helps us set a competitive price that attracts buyers while meeting your financial goals.
- **Benefit to You:** By aligning our pricing strategy with your expectations and market conditions, we can avoid overpricing or underpricing, which can lead to a quicker sale or higher profits.
- **Think of These:**
 - Expected listing price or range
 - Minimum acceptable offer
 - Willingness to make price adjustments based on feedback/market conditions

Marketing Preferences

- **Why We Ask:** Each seller has unique preferences on marketing, whether it's showing times or staging preferences, and we want to respect these.
- **Benefit to You:** By knowing your preferences, we can create a marketing plan that works for you, minimizes disruptions, and enhances the property's appeal to potential buyers.
- **Think of These:**
 - Preferred showing times and days
 - Staging interest or decluttering assistance
 - Permission for virtual tours or open houses
 - Any personal information preferred not to be disclosed



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Neighborhood Highlights

- **Why We Ask:** Buyers consider location as a top factor, so knowing about nearby amenities helps us promote the lifestyle your neighborhood offers.
- **Benefit to You:** Highlighting desirable neighborhood features—like parks, schools, or dining—can increase your property’s perceived value and attract buyers looking for a specific lifestyle.
- **Think of These:**
 - Local amenities and attractions (schools, parks, shopping)
 - Nearby public transportation options
 - Community benefits or associations

Communication Preferences

- **Why We Ask:** Clear, timely communication is essential, and we want to ensure you feel informed and comfortable with the process.
- **Benefit to You:** Tailoring our communication to your preferences keeps you informed in a way that’s convenient, leading to a more satisfying experience and better decision-making throughout the selling process.
- **Think of These:**
 - Preferred method and frequency of updates
 - Best times for communication
 - Expectations for updates or feedback after showings



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Real Estate Terminology

Adjustable Rate Mortgage (ARM)

The interest rate is tied to a financial index making the monthly mortgage payment go up and down over time.

Annual Percentage Rate (APR)

The percentage of interest that will be charged on a home loan.

Appraisal

A report highlighting the estimate value of the property completed by a qualified 3rd party. This is typically done for the benefit of the buyer's lender to ensure the property is worth the purchase price.

Association Fee/HOA Fee

In addition to a mortgage, certain housing communities such as townhomes have a monthly fee associated with maintaining the common area and amenities.

Balloon Mortgage

A long-term mortgage loan that starts small but has a large payment due at maturity.

Closing

When the new title to the property is officially recorded by the County Record's Office and ownership of the property transfers to the new buyer.

Closing Costs

The buyer and seller have expenses associated with the transaction other than that of the actual cost of the home. For example, the buyer has a variety of fees due for obtaining a new loan and the seller has to pay a commission to their agent.

Closing Disclosure

A form that provides the final details about the mortgage loan. It includes loan terms, projected monthly payments, and how much the extra fees will be.

Collateral

Something of value (in this case, your home) that is held to ensure repayment of a mortgage or loan.

Commission

An amount that is paid to a real estate brokerage firm for services performed by an agent. Sellers may pay for just their agent or include the buyers agent too.

Comparables

Homes in the area of interest that have recently sold that have similar features.

Contingencies

Conditions which must be met in order to close. Contingencies are typically tied to a date, referred to as a deadline. If the contingency is not satisfied the contract may be canceled.

Counteroffer

The response from the seller in regard to an offer.

Debt to Income Ratio

A lender will evaluate whether a borrower's income is large enough to handle their payments on existing debts plus their new mortgage payments.

Down Payment

A percent of the cost of the property that is paid up front as a part of the mortgage.

Earnest Money

The deposit made from the buyer to the seller when submitting an offer. This deposit is typically held in trust by a third party. Upon closing, the money will generally be applied to the down payment or closing costs.

Escrow

This term has multiple meanings; earnest money is typically held by a third party until closing in "escrow." It can also be referred to as the time period from when the contract is written and accepted by the seller to when the home sale actually closes.

Equity

The difference in the market value of a home versus what is owed on the home.

FHA

A mortgage that is financed through a private lender and insured by the Federal Housing Administration, often requiring a lower down payment and income to qualify.

Fixed Rate

The interest rate will remain the same for the entire life of the mortgage.

Home Equity Line of Credit

A loan or line of credit that your lender may offer using the equity in your home as collateral.

Home Inspection

The process in which a professional inspects the seller's home for issues that may not be readily apparent, and then creates a report for the buyer to review.

Home Protection Plan

A one-year service that covers the cost of repairs or replacements to the items covered in the plan (such as stoves, dishwashers, A/C, heaters, etc.).

Hybrid

A loan that starts with a fixed rate period, then converts to an adjustable rate.

Mortgage Insurance

Insurance written in connection with a mortgage loan that protects the lender in the event the borrower cannot repay their loan. This is usually not required if the borrower has 20% or more for the down payment.

Mortgage Note

A promise to pay a sum of money at a standard interest rate during a specific term that is secured by a mortgage.

Multiple Listing Service (MLS)

The national list of real estate properties that are available for sale. These are the most reliable sources to receive up-to-date listing information.

Pre-Approval

The process in which a lender makes an initial evaluation of how much money a buyer might be qualified to borrow based on the preliminary financial information provided. This gives the seller more confidence in the buyer's ability to close escrow, but is not a guarantee that the loan will be approved.

Principal

The underlying amount of the loan which is actually borrowed.

Property Taxes

These are the taxes that are enforced by the city, town, county, and state government entities. Sometimes they are included in the total monthly mortgage payment paid to the lender and sometimes they are paid directly by the home owner.

REO

Real estate owned properties or foreclosed properties currently owned by a financial institution such as the bank that made the loan to the previous owner.

Reverse Mortgage

This is specifically for seniors and it allowed them to convert the equity in their home to cash.

Short Sale

A situation when the seller's lender is willing to accept an offer and allows the sale to be completed for an amount less than the mortgage amount owned by the seller.

Title

A legal document proving current and proper ownership of the property. Also referred to as a Title Deed, this document highlights the history of property ownership and transfers.

Underwriting

The process in which the potential home buyer is evaluated for their financial ability to obtain and repay a loan. This normally includes a credit check and an appraisal of the property.

VA Loan

Special no down payment loans that are available to Americans who have served in the Armed Forces. These loans are issued by private lenders and are guaranteed by the Department of Veteran Affairs.



Comparative Market Analysis (Example)

Here are some homes that match your homes criteria.



Address	123 Walnut Street	456 Maple Avenue	789 Oak Drive	321 Pine Court	654 Cedar Lane
Listing Price	\$750,000	\$725,000	\$680,000	\$740,000	\$710,000
Sold Price	\$790,000	\$770,000	\$695,000	\$780,000	\$735,000
DOM	16 days	12 days	20 days	14 days	18 days
Year Built	2013	2015	2012	2014	2013
Lot Size	1800 sq feet	2000 sq feet	1750 sq feet	1850 sq feet	1900 sq feet
Square Feet	1650 sq ft	1700 sq ft	1600 sq ft	1680 sq ft	1625 sq ft
Bedrooms	3	3	3	4	3
Bathrooms	3	3	2.5	3	2
Garage	2	2	1	2	2
# Of Stories	2	2	2	2	1
Additional Features & Notes	Pool Finished Basement Renovated Kitchen New AC/Furnace	Home Office Smart Home Tech. Upgraded Appliances New Roof	Sunroom Fenced Yard New Flooring Security System	Outdoor Kitchen Walk-In Closets Indoor Pool New AC	Fireplace High Ceilings Heated Floors Smart Home Features



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Helpful Neighborhood Information



Did you know information about your neighborhood or surroundings could help sell your property? Well it's true and agents use them all the time to help with listings. Here are some examples of what agents typically use to help buyers incorporate their lifestyles and consider your property.



Address
Unit
City, State, Zip Code

Local Schools

- Daycare
- Elementary School
- Middle School
- High School
- Academy
- College/University

You can also think of extra information like fun facts, public transportations, medical facilities, pet-friendly amenities, and historic landmarks.

Shopping

- Target (2.5 miles)
- Michaels Crafts (3 miles)
- TJ Maxx (3.5 miles)
- Walmart (1 miles)
- Dollar General (2 miles)
- Food Lion (4 miles)
- The Home Depot (3.5 miles)
- Sherwin-Williams Paint Store (4 miles)
- Lowe's Home Improvement (5 miles)
- Best Buy (2.7 miles)

Dining & Entertainment

- Olive Garden (2.5 miles)
- Chick-Fil-A (3 miles)
- Starbucks (3.5 miles)
- Hardee's (4 miles)
- IHOP (5 miles)
- Bojangles (2.7 miles)
- Ben & Jerry's (3.5 miles)
- Planet Fitness (4 miles)
- Nearby Museums (5 miles)
- Local Beach (8 miles)



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Home Staging Checklist

Ready, Set, Stage! Use this handy checklist to prepare your home for potential buyers.

Plan Ahead

- Walk through each room and critique the home from a buyer's perspective.
- Consider getting a professional home inspection to see if any repairs are needed.
- Hire a contractor to handle any major projects.
- Hold a yard sale. Sell, donate or trash anything you don't need.

Clean, Declutter and Depersonalize

- Thoroughly clean the entire home.
- Scrub tile in kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of dust bunnies.
- Repair cracks and holes in walls.
- Paint interior walls with neutral colors, like beige, cream or light pastels. Tip: pale blues and greens are good for bathrooms.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Declutter garage and store unnecessary items off site.
- Secure valuable items, including cash and jewelry.

Show Off Your Home's Best Features

- Remove rugs to show off hardwood floors.
- Pull back drapes to showcase nice views.
- Stage the front porch or deck with furniture and potted plants.
- Make sure fireplaces are in working condition.
- Clean backyard and pool area.



Pay Attention to Kitchens and Bathrooms

- Mop and wax/polish the floors.
- Clear all countertops.
- Replace outdated hardware.
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.

Appeal to the Senses

- Bake cookies or burn scented candles.
- Offer light refreshments.
- Install higher wattage incandescent light bulbs to brighten rooms.
- Turn on all the lights.
- Open windows to let in fresh air.
- Open curtains or blinds to let in natural light and show off views.
- Turn off TVs.
- Relocate pets on the day of the open house.
- Refrain from smoking in the home.

Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash siding and windows.
- Inspect the roof and make repairs as needed.
- Repair cracks in driveway and sidewalks.
- Sweep entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.
- Plant colorful flowers and shrubs.
- Store toys or equipment lying on the yard.
- Clean gutters and downspouts.



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179 WAYS

AGENTS WHO ARE REALTORS® ARE WORTH EVERY PENNY OF THEIR COMPENSATION.

Here's a look at all the things — big and small — that an agent who is a REALTOR® may do to help clients when buying and selling a home.

You know you earn every penny you get when you sell a home. This list can help you show your customers exactly what you do to help them buy or sell their home.

PRE-LISTING ACTIVITIES



1. Make appointment with seller for listing presentation
2. Send seller a written or e-mail confirmation of listing appointment and call to confirm
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity from Local MLS Broker Marketplaces and public records databases
6. Research *Average Days on Market* for property of this type, price range, and location
7. Download and review property tax roll/assessor information
8. Prepare preliminary Comparable Market Analysis (CMA) to establish fair market value
9. Obtain copy of subdivision plat/complex lay-out
10. Research property's ownership and deed type
11. Research property's public record information for lot size and dimensions
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use and zoning
15. Verify legal names of owner(s) in county's public property records
16. Prepare listing presentation package with above materials
17. Perform exterior Curb Appeal Assessment of subject property
18. Compile a formal file on property
19. Confirm current public schools and explain impact of schools on market value
20. Review listing appointment checklist to ensure all steps and actions are completed
21. Review Obsolete Property Rehabilitation Act (OPRA) Report from Township for all permitted records
22. Add client into your database



LISTING APPOINTMENT PRESENTATION



23. Give seller an overview of current market conditions and projections
24. Tour property
25. Review agent's and company's credentials and accomplishments in the market
26. Present company's profile and position or niche in the marketplace
27. Present preliminary CMA to seller, including comparable properties, sold properties, current listings, and expired listings
28. Offer pricing strategy with updates to CMA based on tour of home and updates, upgrades professional judgment, and current market conditions
29. Discuss goals with seller to market effectively
30. Explain market power and benefits of Local MLS Broker Marketplaces
31. Explain market power of web marketing, IDX and REALTOR.com
32. Explain the work you do behind the scenes and your availability on weekends
33. Explain role in screening for qualified buyers and protect seller from curiosity seekers
34. Present and discuss strategic master marketing plan
35. Explain transaction/agency brokerage relationship
36. Review and explain all clauses in listing contract and addendum, then obtain seller's signature once property is under listing agreement
37. Review current title information
38. Gather square footage/measure overall and heated square footage as required
39. Measure interior room sizes
40. Confirm lot size via owner's copy of certified survey, if available
41. Note all unrecorded property liens, agreements, easements
42. Obtain house plans, if applicable and available
43. Review house plans and make copy
44. Prepare showing instructions for buyers' agents and showing times with seller
45. Discuss possible buyer financing alternatives and options with seller
46. Review current appraisal if available
47. Identify Homeowner Association manager if applicable
48. Verify Homeowner Association Fees with manager—mandatory or optional, plus fees
49. Order copy of Homeowner Association bylaws, if applicable
50. Research electricity availability, supplier's name, and phone number

LISTING APPOINTMENT PRESENTATION (CONTINUED)



51. Have utility companies provide average utility usage from last 12 months of bills
52. Research and verify city sewer/septic tank system
53. Calculate average water fees or rates from last 12 months of bills
54. Confirm well status, depth and output from Well Report
55. Natural Gas: Research/verify availability, supplier's name, and phone number
56. Verify security system, current terms of service and whether owned or leased
57. Verify if seller has transferable Termite Bond
58. Ascertain need for lead-based paint disclosure
59. Prepare detailed list of property amenities and assess market impact
60. Prepare detailed list of property's inclusions and conveyances with sale
61. Compile list of completed repairs and maintenance items
62. Send vacancy checklist to seller if property is vacant and register the property with the township if it is vacant or a rental home
63. Explain benefits of Homeowner Warranty to seller
64. Assist sellers with completion and submission of Homeowner Warranty Application
65. Place Homeowner Warranty in property file for conveyance at time of sale
66. Have extra key made for lockbox and one for your file
67. Verify if property has rental units involved.
68. If the property does have rental units, make copies of all leases for retention in listing file
69. Verify all rents and deposits
70. Inform tenants of listing and discuss how showings will be handled



LISTING APPOINTMENT PRESENTATION (CONTINUED)



71. Arrange for installation of yard sign
72. Complete new listing checklist
73. Review curb appeal assessment and provide suggestions to improve saleability
74. Review interior décor assessment and suggest changes to shorten time on market
75. Load listing into transaction management software program
76. Prepare Local MLS Broker Marketplaces Profile Sheet
77. Enter property data from Profile Sheet into Local MLS Broker Marketplaces Database
78. Proofread Local MLS Broker Marketplaces database listing for accuracy—including proper placement in map
79. Add property to company's active listings list
80. Provide seller copies of the listing agreement and Local MLS Broker Marketplaces Profile Sheet within 48 hours or within the time period of Local MLS Broker Marketplace guidelines
81. Take additional photos for upload into Local MLS Broker Marketplaces and use in fliers
82. Create print and internet ads with seller's input
83. Coordinate showings with owners, tenants, and other agents.
84. Return all calls
85. Install electronic lock box if authorized. Program agreed-to showing times
86. Prepare mailing and contact list
87. Generate mail-merge letters to contact list
88. Order *Just Listed* labels and reports
89. Prepare fliers and feedback reports
90. Review comparable Local MLS Broker Marketplaces regularly to ensure property remains competitive
91. Prepare property marketing brochure for seller's review
92. Arrange for printing or copying of marketing brochures or fliers
93. Place marketing brochures in all company agent mailboxes
94. Upload listing to company and agent Internet site, if applicable
95. Mail out *Just Listed* notice to all neighborhood residents
96. Advise network referral program of listing
97. Provide marketing data to buyers through international relocation network buyers
98. Provide marketing data to buyers coming from referral network
99. Provide *Special Feature* cards for marketing, if applicable

LISTING APPOINTMENT PRESENTATION (CONTINUED)



- 100.** Submit ads to company's participating internet real estate sites
- 101.** Price changes conveyed promptly to all internet groups
- 102.** Reprint/supply brochures promptly as needed
- 103.** Feedback e-mails sent to buyers' agents after showings
- 104.** Review weekly market study
- 105.** Discuss with sellers any feedback from showings to determine if changes are needed
- 106.** Set up marketing reports on showing-time application and company website
- 107.** Place regular weekly update calls to seller to discuss marketing and pricing
- 108.** Promptly enter price changes in the Local MLS Broker Marketplaces database



OFFERS

109. Receive and review all *Offer to Purchase* contracts submitted by buyers' agents.
110. Evaluate offer(s) and prepare a net sheet for the owner for comparison purposes
111. Explain merits and weakness of each offer to sellers
112. Contact buyers' agents to review buyer's qualifications and discuss offer
113. Deliver *Seller's Disclosure* to buyer upon request and prior to offer if possible. Upload to the Local MLS Broker Marketplaces additional documents at time of listing
114. Confirm buyer is pre-qualified by calling loan officer
115. Obtain buyers' pre-qualification letter from loan officer if not submitted with offer
116. Negotiate all offers per seller's direction on seller's behalf, set time limit for loan approval and closing
117. Prepare and convey counteroffers, acceptance or amendments to buyer's agent
118. Create excel spreadsheets for easy review on multiple bids
119. Email or send copies of contract and all addendum's to the closing attorney or title company
120. When *Offer to Purchase* contract is accepted, deliver to buyer's agent

CONTRACTS

121. Record and promptly deposit buyer's earnest money in escrow account
122. Disseminate under-contract showing restrictions as seller requests
123. Deliver copies of fully signed *Offer to Purchase* contract to seller
124. Deliver copies of *Offer to Purchase* contract to lender
125. Provide copies of signed *Offer to Purchase* contract for office file
126. Advise seller of additional offers submitted between contract and closing
127. Change status in Local MLS Broker Marketplaces to *Sale Pending*
128. Update transaction management program to show *Sale Pending*
129. Provide credit report information to seller if property will be seller-financed
130. Assist buyer with obtaining financing, if applicable, and follow-up as necessary
131. Coordinate with lender on discount points being locked in with dates

INSPECTIONS

- 132.** Deliver unrecorded property information to buyer
- 133.** Order septic system inspection, if applicable
- 134.** Receive and review septic system report, and assess any possible impact on sale
- 135.** Deliver copy of septic system inspection report lender and buyer
- 136.** Deliver Well Flow Test Report copies to lender and buyer, and property listing file
- 137.** Verify termite inspection ordered
- 138.** Verify mold inspection ordered, if required
- 139.** Confirm verifications of deposit and buyer's employment have been returned
- 140.** Follow loan processing through to the underwriter
- 141.** Add lender and other vendors to your management program so agents, buyer, and seller can track progress of sale
- 142.** Contact lender weekly to ensure processing is on track
- 143.** Relay final approval of buyer's loan application to seller



HOME INSPECTIONS

- 144. Coordinate with seller for buyer's professional home inspection
- 145. Review home inspector's report
- 146. Enter completion into transaction management tracking program
- 147. Explain seller's responsibilities, and recommend an attorney interpret any clauses in the contract
- 148. Ensure seller's compliance with *Home Inspection Clause* requirements
- 149. Assist seller with identifying contractors to perform any required repairs
- 150. Negotiate payment, and oversee all required repairs on seller's behalf, if needed



THE APPRAISAL

- 151. Schedule appraisal
- 152. Provide to appraiser any comparable sales used in market pricing
- 153. Follow-up on appraisal



PROCESSING FOR CLOSING

154. Enter completion into transaction management program
155. Assist seller in questioning appraisal report if it seems too low
156. Get contract signed by all parties
157. Coordinate closing process with buyer's agent and lender
158. Update closing forms and files
159. Ensure all parties have all forms and information needed to close the sale
160. Select location where closing will be held
161. Confirm closing date and time, and notify all parties
162. Assist in solving any title problems or in obtaining death certificates
163. Work with buyer's agent in scheduling buyer's final walk-thru prior to closing
164. Double check all tax, homeowners' association dues, utility, and applicable prorations
165. Request final closing figures from closing agent (attorney or title company)
166. Receive and carefully review closing figures to ensure accuracy of preparation
167. Confirm buyer and buyer's agent have received title insurance commitment
168. Provide homeowners warranty for availability at closing
169. Forward closing documents to absentee seller as requested
170. Review documents with closing agent (attorney)
171. Coordinate closing with seller's next purchase, and resolve any timing problems
172. Have a *no-surprises* closing so seller receives a net-proceeds check at closing
173. Refer sellers to one of the best agents at their destination, if applicable
174. Change Local MLS Broker Marketplaces status to *Sold*. Enter sale date, price, selling broker, etc.



FOLLOW-UP AFTER CLOSING



175. Share the warranty paperwork for claims in the future

176. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied

177. Respond to any calls and provide any information required from office files

178. If a rental, verify all deposits and prorated rents are reflected accurately on the closing statement

179. Close out listing in your management program



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Name:
Number:
Email:

LANDSCAPING

Name:
Number:
Email:

HOME INSPECTION

Name:
Number:
Email:

FLOORING/CARPET

Name:
Number:
Email:

MOVERS

Name:
Number:
Email:

HOME WARRANTY

Name:
Number:
Email:

CARPET CLEANING

Name:
Number:
Email:

PEST CONTROL

Name:
Number:
Email:

WINDOW REPAIR

Name:
Number:
Email:

HOUSE CLEANING

Name:
Number:
Email:

HVAC

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Number:
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SPRINKLER REPAIR

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ROOFING

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APPRAISAL

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ENGINEER

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Name:
Number:
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HOW TO

Pack Like a Pro

Plan ahead.

Develop a master to-do list so you won't forget something critical heading into moving day. This will also help you create an estimate of moving time and costs.

Discard items you no longer want or need.

Ask yourself how frequently you use an item and how you'd feel if you no longer had it. Sort unwanted items into "garage sale," "donate," and "recycle" piles.

Pack similar items together.

It will make your life easier when it's time to unpack.

Decide what you want to move on your own.

Precious items such as family photos, valuable breakables, or must-haves during the move should probably stay with you. Pack a moving day bag with a small first-aid kit, snacks, and other items you may need before unpacking your "Open First" box.

Know what your movers will take.

Many movers won't take plants or liquids. Check with them about other items so you can plan to pack them yourself.

Put heavy items in small boxes.

Try to keep the weight of each box under 50 pounds.

Don't overpack boxes.

It increases the likelihood that items inside the box will break.

Wrap fragile items separately.

Pad bottoms and sides of boxes and, if necessary, purchase bubble-wrap or other packing materials from moving stores. Secure plants in boxes with air holes.

Label every box on all sides.

You never know how they'll be stacked. Also, use color-coded labels to indicate which room each box should go in, coordinating with a color-coded floor plan for the movers.

Keep moving documents together in a file, either in your moving day bag or online.

Include vital contact information, the driver's name, the van's license plate, and the company's number.

Print out a map and directions for movers and helpers.

Make several copies, and highlight the route. Include your cell phone number on the map.

Back up computer files on the cloud.

Alternatively, you can keep a physical backup on an external hard drive offsite.

Inspect each box and piece of furniture as soon as it arrives.

Ahead of time, ensure your moving company has a relatively painless process for reporting damages.

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CHECKLIST

Prepare for Your Move

- Update your mailing address** at usps.com or fill out a change-of-address form at your local post office.
- Change your address with important service providers**, such as your bank(s), credit companies, magazine subscriptions, and others.
- Create a list of people who will need your new address.**
Whether you plan on sending formal change-of-address notices in the mail or just e-mailing the family members, friends, and colleagues who should be informed, a list will ensure no one gets left out.
- Contact utility companies.**
Make sure they're aware of your move date, and arrange for service at your new home if the service provider will remain the same.
- Check insurance coverage.**
The insurance your moving company provides will generally only cover the items they transport for you. Ensure you have coverage for any items you'll be moving yourself.
- Unplug, disassemble, and clean out appliances.**
This will make them easier to pack, move, and plug in at your new place.
- Check with the condo board or HOA** about any restrictions on using the elevator or particular exits or entrances for moving, if applicable.
- Pack an "Open First" box.**
Include items you'll need most, such as toilet paper, soap, trash bags, chargers, box cutters, scissors, hammer, screwdriver, pens and paper, cups and plates, water, snacks, towels, and basic toiletries.

If you're moving a long distance:

- Obtain copies of important records** from your doctor, dentist, pharmacy, veterinarian, and children's schools.
- E-mail a copy of your driving route** to a family member or friend.
- Empty your safe deposit box.**

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HOW TO

Move With Pets

Update your pet's tag with your new address.

Make sure your pet's collar is sturdy and correctly sized. The tag should also include your mobile number and e-mail address so that you can be reached during the move.

Request veterinary records.

Ask your current vet to send your pet's medical history directly to the new vet. Have their contact information handy in case of emergency or if the new vet has questions.

Keep a week's worth of food and medication with you.

You may want to ask for an extra prescription refill before you move. Take the same precaution with special therapeutic foods.

Seclude them from chaos.

Keep your pet in a safe, quiet room on moving day with a clear sign posted on the door. There are many light, collapsible travel crates available, but ensure it is well ventilated and sturdy enough for stress-chewers. Also, introduce your pet to the crate before the trip.

Prepare a pet first aid kit.

Include your vet's phone number, gauze to wrap wounds or to muzzle your pet, adhesive tape for use on bandages, nonstick bandages, towels, cotton swabs, antibiotic ointment (without pain relief medication), and 3% hydrogen peroxide.

Play it safe in the car.

Use a crate or carrier in the car, securing it with a seat belt. Never leave your pet in the bed of a truck, the storage area of a moving van, or alone in a parked vehicle. If you're staying overnight, find pet-friendly lodging beforehand and have kitty litter or plastic bags on hand.

Get ready for takeoff.

When traveling by air, check with the airline about pet requirements or restrictions and whether you must purchase a special airline crate that fits under the seat in front of you.

Prep your new home.
















Set up one room with everything your pet will need: food, water, medications, bed, litter box, scratch post, and toys. Keep windows and doors closed when your pet is unsupervised, and beware of small spaces where nervous pets may hide. If your old home is nearby, give the new home owners or neighbors your phone number and a photo of your pet, in case your pet tries to return.

Learn about local health concerns and laws in your new area.

If you're moving to a new country, contact the Agriculture Department or embassy of the country to obtain specific information on special documents, quarantine, or costs related to bringing your pet into the country.

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	Email	For sharing documents, detailed inquiries, or requesting comprehensive resources.	therealyasherica@gmail.com
	Google Meet	Virtual meetings to discuss strategies, review progress, or address any questions about your real estate journey.	therealyasherica@gmail.com
	Instagram	Follow me for “Market Monday” updates as I share real estate stats and trends to keep you informed!	https://www.instagram.com/realyasherica?igsh=dXd5cGk0eHQ1ZXk4&utm_source=qr
	Threads (IG)	Dive into “Market Monday” on Threads for key moments of real estate reports.	https://www.threads.net/@realyasherica?igshid=NTc4MTlwNjQ2YQ==
	LinkedIn	Connect with me on “Tribe Tuesday” as I spotlight real estate professionals and fields that make a difference.	https://www.linkedin.com/in/yasherica-goodin-6b3675344?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app
	YouTube	Join me on “Welcome Wednesday” for a behind-the-scenes look at my personal real estate journey.	https://youtube.com/@realyasherica?si=raGdA0sl6X2Wnlyw
	Snapchat	Catch open moments on Snapchat for “Welcome Wednesday” as I share my real estate routines.	https://snapchat.com/t/DJBTYj6n
	TikTok	Get real estate advice and must-know keywords every “Tips & Terms Thursday” to make your journey smoother!	https://www.tiktok.com/@realyasherica? t=ZP-8uDJKmfsApz& r=1
	Facebook	Discover local insights about the Grand Strand, SC every “Field Friday” - your guide to the community and lifestyle.	https://www.facebook.com/share/16EZPtMxjn/?mibextid=wwXlfr
	X (Twitter)	Stay updated with “Statement Saturday” as I share key real estate information specific to South Carolina.	https://x.com/realyasherica?s=21
	Pinterest	Explore “Society Sunday” highlights of popular locations across the USA for inspiration and travel.	https://pin.it/2iPMgooAM