

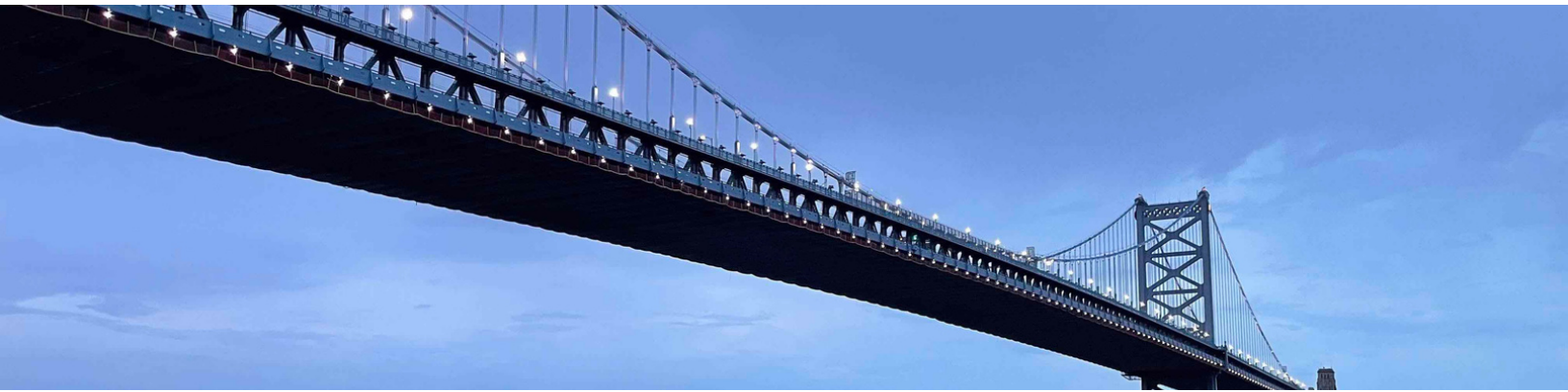
SUCCESSFUL SELLING

A MODERN GUIDE TO SELLING YOUR HOME IN
PHILADELPHIA & SOUTH JERSEY



Contents

YOUR ROADMAP BEGINS HERE



Nice To Meet You	3
Meet Your Selling Team	4
Three Ways Our Conversation Could Go	5
Preparing For The Market	6
Your Selling Journey	7
Showcasing Your Home	8
Price & Buyer Exposure	9
Let's Talk Pricing	10
Reaching More Qualified Buyers	11
Understanding Your Net Proceeds	12
Local Home Professionals	13
Understanding Today's Buyers	14
Creating Early Momentum	15
Preparing For Showings	16
What Clients Are Saying	17
What Happens Next	18
Thank You	19

Nice To Meet You!

THANK YOU FOR CONSIDERING ME TO HELP SELL YOUR HOME

I'm Greg D'Amico, a Realtor serving Philadelphia and South Jersey. I created this guide to give you a clear understanding of what to expect throughout the selling process.

My goal is simple: to help you sell your home with confidence, maximize your sale price and make the process as smooth as possible.

WHAT YOU CAN EXPECT FROM ME

- ✓ Honest advice
- ✓ Strategic pricing
- ✓ Strong negotiation
- ✓ Communication
- ✓ Local expertise
- ✓ Hands on service

I believe informed clients make the best decisions. My job is to educate you, advocate for your goals and make selling your home feel as smooth and stress free as possible.

Let's get started!



Meet Your Selling Team

A TEAM APPROACH TO A SMOOTHER TRANSACTION

Selling a home involves a lot of moving parts. I'll remain your primary point of contact throughout the process, but you won't be working with me alone.



JAMIE REUTZEL
REALTOR

My business partner who helps with contracts, inspections, negotiations, paperwork, vendors and other transaction details.



JOELLE LAVIN
EXECUTIVE ADMINISTRATIVE ASSISTANT

Our transaction coordinator who manages deadlines, paperwork, reminders and day to day communication.



YOUR CLOSING TEAM

Our closing team helps coordinate title, settlement, scheduling and final closing documents.

Bettyanne Samarco
Robert Scott (PA)
Arlene Volpe (NJ)



3 Ways Our Conversation Could Go

LET'S FIND OUT IF WE'RE
THE RIGHT FIT FOR EACH
OTHER

By the end of our meeting, one of three things will happen:

We Decide To Move Forward Together

If we're both confident I'm the right agent to help you achieve your goals, we'll move forward together.

You Decide Another Agent Is A better Fit

That's completely okay. I want you to hire the agent you trust most.

I May Recommend A Different Strategy

If I don't believe I'm the right fit for your goals, I'll tell you honestly and explain why.

Preparing For The Market

SMALL IMPROVEMENTS CAN MAKE A BIG DIFFERENCE

First Impressions

Buyers begin forming opinions the moment they walk through the door. A clean, well presented home helps them focus on its best features, not its flaws.

Clean & Declutter

A clean, organized home feels larger and better maintained. Removing excess furniture & personal items helps buyers imagine themselves living there.

Repairs & Pre-Listing Inspection

Addressing the right repairs before listing can improve your home's presentation & reduce buyer concerns.

I may recommend a pre-listing inspection to uncover potential issues before buyers do. This gives us the opportunity to address important items strategically & reduce surprises during the transaction.

We'll identify the improvements that matter most & skip the ones that don't.



Your Selling Journey

EVERY SALE IS UNIQUE, BUT HERE'S WHAT A TYPICAL SELLING TIMELINE CAN LOOK LIKE

Every sale is unique, but here's what a typical selling timeline can look like. Timing can vary based on the property, market conditions, buyer financing and contract terms.

01 Prepare Your Home (1-2 weeks)

I'll help you prioritize the improvements that will make the biggest impact before we go live.

02 Professional Photography

I coordinate professional photography & marketing materials to showcase your home.

03 Launch Your Listing

Your home is launched on the MLS & all major real estate websites.

04 Showings & Open Houses (first 1-2 weeks)

I'll coordinate showings, gather buyer feedback & keep you informed every step of the way.

05 Review Offers

We'll review every offer together & negotiate the best price and the strongest overall terms.

06 Under Contract

I'll guide you through inspections, appraisal, financing & every milestone until closing.

07 Closing (about 30-45 days after going under contract)

I'll coordinate with all parties to help make your closing day as smooth & stress free as possible.

Showcasing Your Home

A MARKETING STRATEGY DESIGNED TO GET YOUR HOME NOTICED

Professional Presentation

Your home has one chance to make a first impression. Professional presentation helps it stand out:

- Professional photography
- Floor Plans
- Video & Virtual Tours
- Listing Descriptions that tell your home's story

Digital Exposure

Today's buyers start their search online. Your home is promoted where they're already looking.

- MLS & major real estate sites
- Social media marketing
- Email marketing

Relationships Matter

Some of the strongest buyers come through relationships, not just websites.

- Broker open houses
- Agent networking
- Buyer database outreach
- Private showings & feedback



Price & Buyer Exposure

HOW PRICING AFFECTS THE NUMBER OF BUYERS YOU REACH

Pricing isn't about being the lowest priced home. It's about positioning your home where the greatest number of qualified buyers will see it, consider it and compete for it.

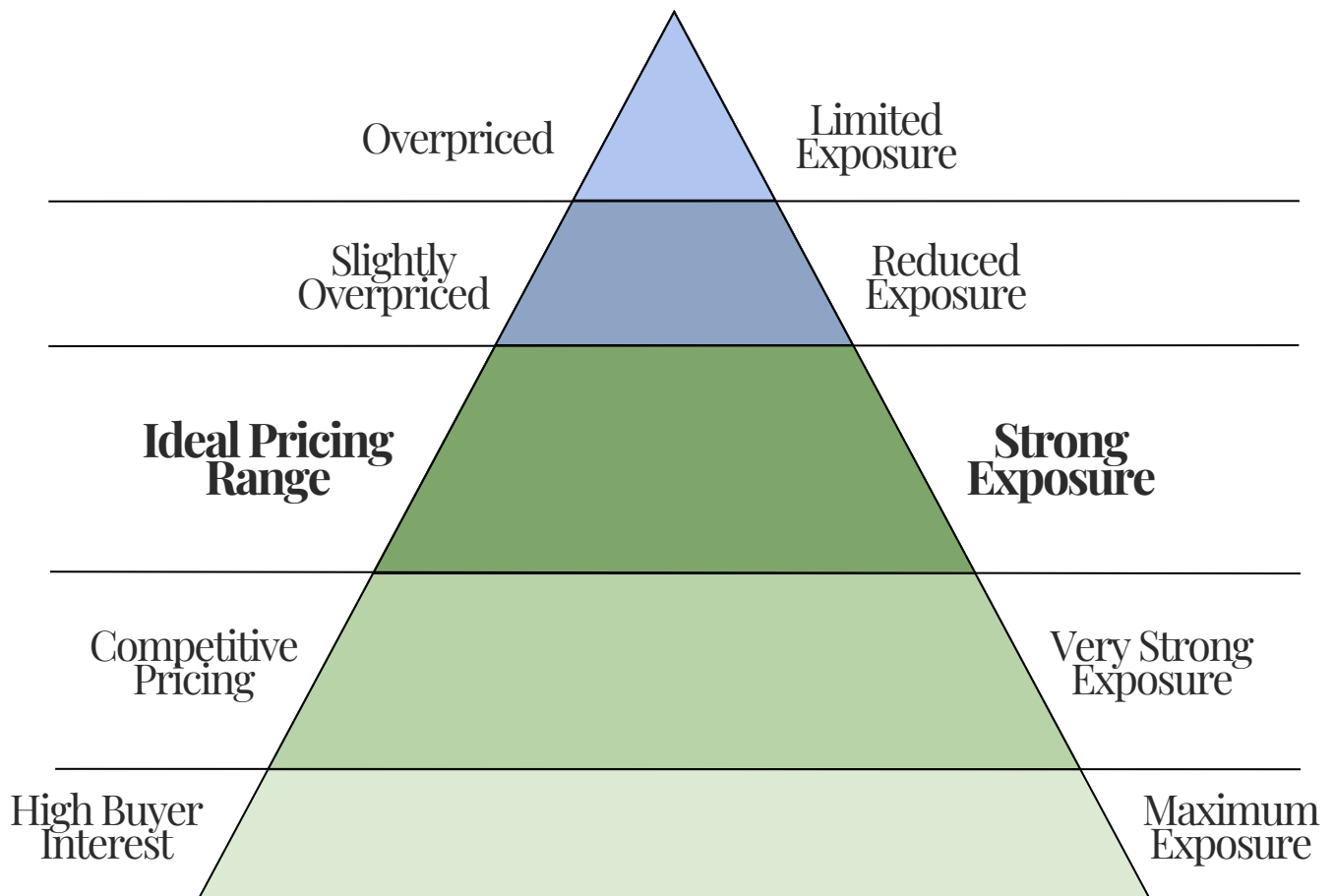


Illustration showing how pricing can influence buyer exposure.

The goal isn't to price low, it's to price where you'll attract the greatest number of qualified buyers.

Let's Talk Pricing

HOW I DETERMINE THE RIGHT PRICE FOR YOUR HOME

Pricing Your Home for Success

The price we choose on day one has the biggest impact on your home's success.

A competitive price attracts more buyers, generates stronger interest & creates the best opportunity for strong offers.

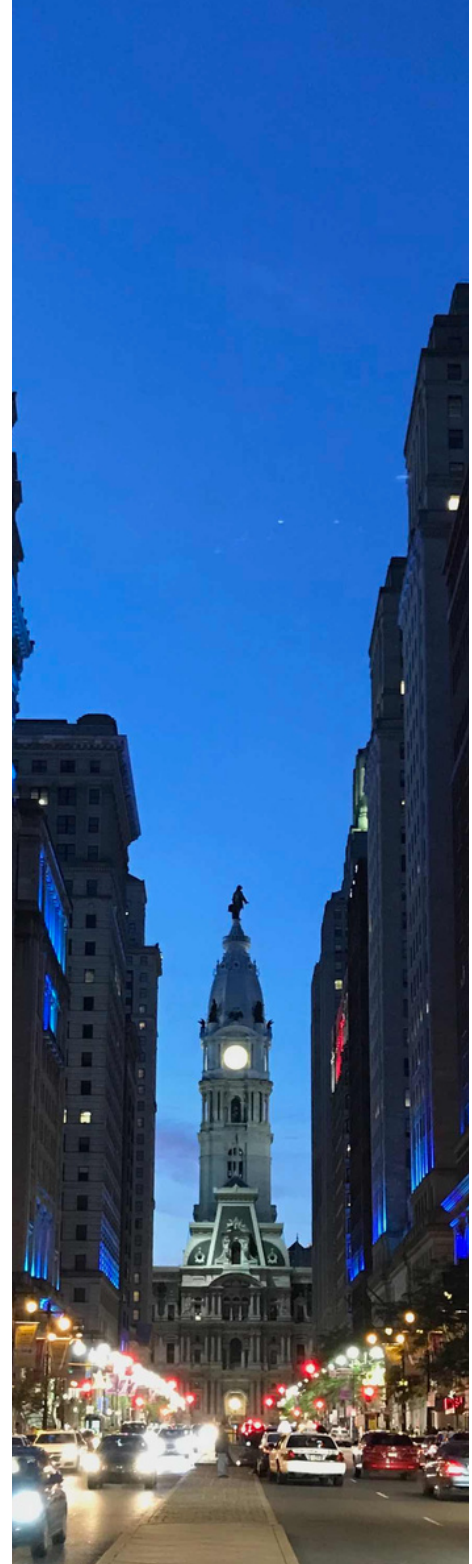
Why Pricing Matters

- The most buyer interest happens during the first few weeks on the market.
- Overpricing reduces showings and can lead to longer time on market.
- Price reductions often weaken negotiating leverage.
- Strategic pricing is about attracting the right buyers, not simply listing at the highest price.

My Approach

Pricing recommendations are based on recent comparable sales, current competition & today's market conditions.

Our goal isn't to chase the market. It's to position your home correctly from day one.



Reaching More Qualified Buyers

A STRATEGY DESIGNED TO ATTRACT MORE QUALIFIED
BUYERS AND STRONGER OFFERS



Offering a Buyer Broker Concession upfront helps your home appeal to more qualified buyers & gives us an advantage when marketing your property.

Recommended Listing Strategy

Our typical listing strategy includes a 2.5% listing fee and a 2.5% Buyer Broker Concession designed to maximize exposure and attract more qualified buyers.

Why This Strategy Works

- Expands your buyer pool
- Gives buyers greater flexibility
- Encourages stronger offers
- Creates another marketing advantage

Any Buyer Broker Concession is negotiable & will be discussed with you as part of your overall sale strategy.

Understanding Your Net Proceeds

UNDERSTANDING YOUR SELLER CLOSING COSTS

Every sale is different, but this example shows how seller proceeds are typically calculated and the common expenses deducted at closing.

Example Sale (Philadelphia)

Example Sale Price	\$550,000.00
Listing Fee (2.5%)	\$13,750.00
Suggested Buyer Broker Concession (2.5%)	\$13,750.00
Philadelphia Transfer Tax (Seller Portion 2.289%)	\$12,590.00
Example Mortgage Payoff	\$350,000.00
Estimated Cash to Seller	\$159,910.00

Illustration only. Actual proceeds vary based on sale price, mortgage payoff, negotiated terms, taxes and closing costs.

Philadelphia Sellers: Philadelphia's Transfer Tax is 4.578% and is split evenly between the buyer and seller. In most transactions, the seller pays 2.289% of the purchase price.

South Jersey Sellers: New Jersey transfer taxes are calculated differently than Pennsylvania's and vary based on the sale price and other factors.

Before we list your home, I'll prepare a personalized net proceeds estimate based on your home's value, your mortgage payoff and your expected closing costs.



Local Home Professionals

TRUSTED LOCAL PROFESSIONALS TO HELP YOU
PREPARE FOR THE MARKET

Preparing your home doesn't have to be overwhelming. I work with trusted local professionals and am happy to connect you with the right people to help get your home market ready.

Cleaning Services

Maggie's Magic Touch

Deep cleaning before photography, showings and open houses.

Handyman

Mr Handyman

Small repairs, touch ups and deferred maintenance before listing.

Painter

Groovy Hues

Fresh paint to brighten your home and create a clean first impression.

Junk Removal

Stephen's Junk Removal

Decluttering and hauling to maximize space and prepare for photography.

EXPLORE MY FULL VENDOR DIRECTORY →



Understanding Today's Buyers

TODAY'S BUYERS AREN'T IMPOSSIBLE
THEY'RE JUST MORE INTENTIONAL

Buyers are Payment Conscious

Monthly payments matter. Buyers are paying close attention to affordability and the overall cost of ownership and homes that feel move in ready can stand out.

Buyers Expect Value

They're comparing homes online before scheduling a showing. Strong presentation, thoughtful improvements and proper pricing can make a meaningful difference.

Inspections Matter

Many buyers continue to use inspection contingencies, making it valuable to understand your home's condition before you go to market.

Confidence Wins

A home that feels clean, cared for and appropriately priced gives buyers more confidence when it's time to make an offer.

Creating Early Momentum

THE FIRST TWO WEEKS MATTER MOST

What Creates Buyer Interest

- ✓ A new listing
- ✓ Strong photography
- ✓ Strategic pricing
- ✓ A sense of competition

Prepare It

We want buyers walking through the door excited, not making a mental list of projects.

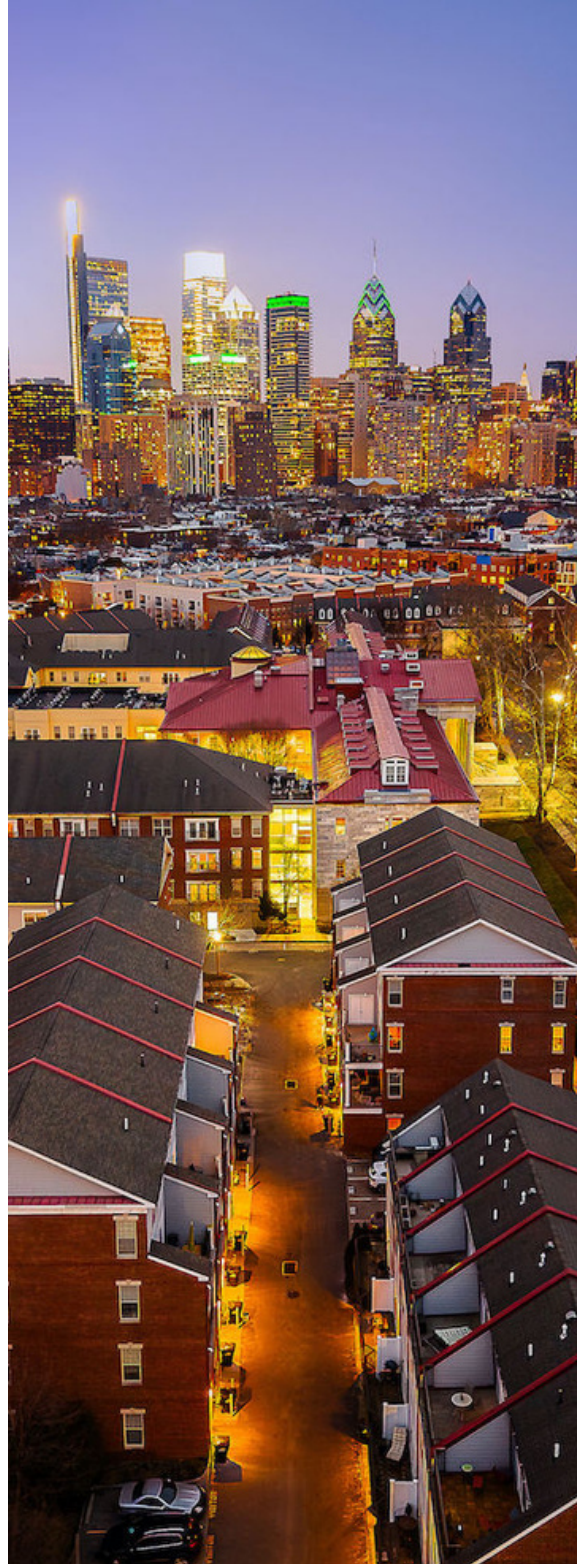
Price It

The right price creates activity, attracts serious buyers and gives us leverage when offers begin to come in.

Launch It

Professional photography, strategic marketing, agent outreach and social media all work together to maximize exposure from day one.

We can't always control when an offer comes in, but we can control how your home enters the market.



Preparing for Showings

SMALL DETAILS THAT CAN MAKE A BIG DIFFERENCE



Before You Leave

- ✓ Make the beds
- ✓ Empty trash
- ✓ Fresh towels
- ✓ Open blinds
- ✓ Turn on lights

While Buyers Are Touring

- ✓ Remove pets from the home (when possible)
- ✓ Leave home during showings (when possible)
- ✓ Set a comfortable temperature

Protect Your Home

- ✓ Secure valuables
- ✓ Put away medications
- ✓ Secure sensitive documents

Buyers aren't just viewing your home, they're imagining their future in it. A clean, comfortable environment makes it easier for them to picture themselves living there.

What Clients Are Saying...

HEAR FROM CLIENTS WHO HAVE BEEN IN YOUR SHOES

150+ Homes Sold | \$50M+ Closed | ★★★★★ Reviews



"What could have been a stressful experience turned into a smooth and positive one because of Greg."

— **Brou**
South Philadelphia



"Greg's marketing generated 10+ showings in the first 48 hours and made the entire process feel seamless."

— **AJ**
Haddonfield, NJ



"Greg truly went above and beyond, listening to our needs and guiding us through every step of the process."

— **Joe**
Cherry Hill, NJ

[Read More Google Reviews →](#)

[Read More Zillow Reviews →](#)

What Happens Next

FROM PAPERWORK TO LAUNCH DAY



STEP 1

Sign the Listing Agreement

We'll review & sign paperwork to get your home ready for market.

STEP 2

Prepare for Photos

I'll provide a checklist to help your home look its best for photos.

STEP 3

Professional Photography

We'll schedule professional photography to showcase your home.

STEP 4

Install "For Sale" Sign

I'll install professional signage before your home goes live.

STEP 5

Launch Your Listing

We'll choose the best day to introduce your home to the market.

STEP 6

Final Review

We'll review everything one last time before your listing goes live.

Thank You!

LET'S GET YOUR HOME SOLD

Thank you for taking the time to learn more about selling your home. Selling a home is more than just another transaction. It's often the beginning of a new chapter. My goal is to make the process as smooth, informed and successful as possible.

From our first conversation through closing day, I'll be there to answer questions, solve problems, negotiate on your behalf and protect your best interests.

When you're ready, I'd love the opportunity to help you take the next step.

Greg D'Amico

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Let's Talk About Your Home
Schedule a no pressure consultation to discuss your goals and create a personalized selling strategy.

Thinking About Buying?

[Get My Buyer Guide →](#)

