



SELLER'S GUIDE



A LETTER

FROM YOUR REALTOR JANE CAMPBELL

Selling your home can be a daunting process, but for the Jane Campbell Team, selling is where we excel and shine the brightest.

Believe it or not, the first and most crucial decision you make when selling your home is selecting a real estate agent. I am a full-time Realtor® with the experience of closing thousands of homes. I am well versed in all of the nuances, twists, and turns that can happen during a transaction. I am the calm voice of reason advocating for you every step of the way. Let a top-ranked Luxury Realtor market your home.

Our team has proven to be leaders in this field, and I am passionate about working diligently for my clients. Besides my Realtor profession, I am the mother of two amazing young men. My family loves to travel around the world together, including destinations such as Egypt, Jordan, and France. We are always up for other exotic locations when the opportunity comes along. I enjoy staying physically active every day, planning weekend hikes around Tennessee, volunteering at church, and throwing creative dinners with church groups and close friends. I sincerely love living in Tennessee and the community I have been blessed with here.

I pride myself on my strong communication, and my team is the best at what they do. Our repeat business is evidence that we have a proven formula for success. We are honored you chose us. We look forward to getting to know you and becoming your lifelong professional guide in real estate. Our promise is to always put your interests first. We even made it our motto.

Clients First. Always.

Find the good,

Jane Campbell

WHO WE ARE



JANE CAMPBELL
REALTOR® | TEAM LEAD

I am a full-time Luxury Realtor, consistently awarded as a Top-5 Agent with Keller Williams Franklin. With over 20 years of professional experience in real estate, I have seen it all. I will be with you every step of the way, advocating for you as we prepare your home to be sold for top dollar with minimal stress.

My philosophy is simple.
Clients First. Always.

PROFESSIONAL DESIGNATIONS

CRS | Certified Residential Specialist
GRI | Graduate, Realtor Institute
ABR | Accredited Buyer Representative
e-Pro | Certified Internet Professional
RCS-D | RE Collaboration Specialist - Divorce

ACHIEVEMENTS

Keller Williams Investor and Realtor since 2003
Top 300 Realtors in Middle TN
Top 3 Keller Williams Realty since 2011
Nashville Top Producer since 2018
B.A. Business Administration | University of Wisconsin

17 years of prior sales and marketing experience

OUR TEAM



MEG FORTNEY
EXECUTIVE ASSISTANT

Meg is the welcoming voice that keeps our clients informed during every step of a transaction. Her organized and proactive approach to paperwork keeps things running smoothly.



MARKETING
ASSISTANT

Our marketing assistant ensures that your home is thoroughly marketed and professionally advertised through our Realtor and client networks, mailers, handouts, and social media avenues for maximum reach.



THE STEPS

We work with you closely, taking the time to understand your unique situation. Our job is to make every one of these steps seamless and easy. Our team will be with you, every step of the way.

START BY CHOOSING THE
JANE CAMPBELL TEAM

EVALUATE COMPARABLE MARKET
NUMBERS PROVIDED BY JANE

STRATEGICALLY PRICE YOUR HOME

STAGE YOUR HOME

YOUR HOME IS PHOTOGRAPHED

SET OPEN HOUSE + LISTING DATES

HOME IS MARKETING AS
"COMING SOON"

EFLYERS SENT TO REALTOR NETWORK

HOME'S ONLINE LISTING OPTIMIZED
IN THE KW LISTING SYSTEM

LISTING GOES ON LOCAL AND GLOBAL
MLS SYSTEMS

"JUST LISTED" NOTICES DISTRIBUTED TO
THE AREA AND ON SOCIAL MEDIA

MARKETING MATERIALS CREATED FOR
POTENTIAL BUYERS DURING SHOWINGS

OPEN HOUSE IS HOSTED

OPEN HOUSE COMMENTS AND
FEEDBACK PROVIDED

EVALUATE OPEN HOUSE SUCCESS AND
REVIEW OFFERS

GENEROUS OFFER + GOOD TERMS
ACCEPTED

PREPARE FOR THE SET CLOSING DATE

ALLOW BUYERS DUE DILIGENCE/
INSPECTIONS

PREPARE FOR MOVING DAY

ATTEND CLOSING DAY AT TITLE
COMPANY WITH JANE

JANE DELIVERS THE KEY TO THE NEW
HOMEOWNER/AGENT

DEFINITION



EARNEST MONEY:

Along with a contract, buyers will submit proof of funds/or earnest money to show good faith that they intend to abide by the contract terms or risk losing the earnest money. This amount typically ranges from 1-3% of the sales price. This money is held in an escrow account and will be applied toward the purchase price at closing.

TITLE INSURANCE:

Title insurance is a type of insurance policy meant to protect home buyers, as well as lenders, from any damages or losses caused by a bad title process. Usually paid for by the buyers, this can be negotiated.

HOME INSPECTION:

Buyers have the opportunity to hire a professional inspector to evaluate the physical condition of your home. The inspector will check for many safety issues, long-standing issues, and everything from roof to crawlspace. It is possible the buyers will desire to renegotiate, cancel the contract, or negotiate any needed repairs.

APPRAISAL:

A licensed professional makes a calculated estimation of your home's current market value. This value protects the buyer's lenders and is required by mortgage lenders. A value can come in as over or under the amount of the purchase price. This appraisal is paid for by the buyers.



We couldn't have hoped for a better experience working with Jane Campbell and her highly experienced team. They have the selling and the buying processes down to a fine art and science. Their expertise is invaluable. They saved us money and guided us well on a new build, and they exceeded our financial expectations when they sold our house. They are EXPERTS at what they do. In this crazy real estate market, this is invaluable!

KATHLEEN O'BRIEN

LISTING PROGRAM

FOR OUR SELLERS

Our tried and tested system streamlines the selling process for you, taking out much of the stress sellers experience. We will commit to implementing the following strategy to help you get the most money for your property:

1. PROFESSIONAL STAGING

Our professionally licensed stager and interior designer will evaluate the best way to increase the value of your home by applying visual psychology techniques.

2. PROFESSIONAL PHOTOGRAPHY + VIDEOS

Professional photographers will visually capture your home in its best light through high resolution images and stunning HD videography.

3. INTERNATIONAL MARKETING

Your home will be pre-marketed as "coming soon" to thousands of local agents and online media outlets. Then another campaign will be pushed internationally once your home is listed.

4. OPEN HOUSE

Your home will go on the market on a Friday, private showings will commence through one weekend, and an open house will be hosted on a Sunday.



THE PRICE

DETERMINING THE SELLING PRICE FOR YOUR HOME



The TRUE market value of your home is based on:

1. Today's current market
2. The current housing competition
3. Current financing available for buyers
4. Current economic conditions
5. What a buyer is willing to pay for your home
6. The buyer's perception of the condition of your home
7. The location

The market value of your home is NOT:

1. What you have in the home
2. What you need out of it
3. What you want
4. What it is appraised for
5. What your neighbor's home sold for
6. What the tax office says it is worth
7. How much it is insured for
8. Based on prices of homes where you are moving

STRATEGIC PRICING

The price that you list your home for, will most likely, not be the price at which you sell your home. There is a professional strategy for pricing a home. Jane will present you with an in-depth market analysis and, together with you, determine the definitive approach for your home.

MARKETING

SOCIAL MEDIA

Social media provides an enormously powerful platform. We maximize the exposure of your home, ultimately increasing the interest in your property without borders.

In today's competitive housing market, potential buyers are discovering their dream homes in new and modern ways, one of which is social media.

NETWORKING

We have built a strong network of local and national partners that we market with directly. A custom campaign for your home will be pushed to nearly 6,000 Middle Tennessee Realtors.

It is a priority that our influential network of real estate agents and industry professionals are always the first to know your home is on the market.

FACEBOOK

@JANECAMPBELLTEAM

INSTAGRAM

@JANECAMPBELLTEAM

YOUTUBE

@JANECAMPBELLTEAM

LISTING ON OVER 17,000 WEBSITES

Seventeen-thousand sites and growing. There are more sites out there than you have ever heard of. The idea is, the more sites that host your listing, the more exposure it gets... the more buyers see your listing, the better we are at servicing you, our seller-clients.

PROMISE

OUR PROMISE TO YOU | CLIENTS FIRST. ALWAYS.

THE JANE CAMPBELL TEAM WILL DELIVER:

- * An experienced full-time professional REALTOR®
- * A committed ally to negotiate on your behalf
- * A trusted company, Keller Williams Realty

AS OUR PROMISE, WE WILL:

- * Elevate your listing to stand above the crowd
- * Present to you all offers on your home
- * Assess buyer qualifications
- * Carefully analyze each offer and negotiate the best price and terms for you
- * Hands-on attention to every detail and deadline
- * Work with all parties to ensure a smooth closing
- * Be your central point of communication at every step
- * Respect your confidentiality at all times



SERVING LOCALLY SELLING GLOBALLY

KW represents 5 continents. We are the leaders of luxury real estate with a wealth of premium connections and market data, granting us access to the world's largest international pool.

KW LUXURY DESIGNATION

The Keller Williams Luxury Division is entirely focused on bringing the best results to the highest level of clientele and their luxury properties. Jane is entitled to special benefits and connections to an international network of professionals focused on the Luxury Market.

ACCEPTING AN OFFER



Congratulations! Jane will present you with all submitted offers for your home. She will calculate and evaluate each offer on a customized net sheet, along with the qualifications of each buyer. With the complete data, you will be able to make an educated decision for your unique situation. Your options are to counter with different terms, accept, or reject the contracts. Be assured, this is when Jane's expert negotiation experience becomes invaluable. Some changes to the contract might include purchase price, possession date, and items in the home such as a washer and dryer.

Once you have signed/accepted the terms of a contract and an agreed-upon price, you are officially under contract. The next steps will be monitored and assisted by our amazing team of professionals. Should you need help looking for movers or additional services, we are happy to provide you with vetted referrals.

Our team will be communicating and assisting you during every step, even after closing day — we will be here for you.

VIP STATUS

YOU ARE NOW A PERMANENT JANE CAMPBELL TEAM VIP



After closing, you will become a JCT VIP indefinitely!

You will enjoy special invitations to client-only events and fun VIP client giveaways throughout the year.

We will continue to keep you updated with current market news and changes.

You now have a Realtor for life! We encourage you to reach out to us at any time with your real estate questions. Even days, weeks, or years after closing.

We can always recommend professionals you may need for home improvement projects or for refinancing down the road.

Of course, the greatest compliment is a referral. We will be excited and greatly honored when you contact us with a referral from your circle of family, friends, coworkers, and neighbors.

If someone you know is looking to buy, sell, or invest in real estate, we hope you will always feel confident to refer them to the Jane Campbell Team for 5-star treatment.



It is a joy to assist our sellers when they decide to sell their home. Selling a home can be very emotional, and we will be with you during every step.

Our proven, streamlined Weekend Listing Program was created with you in mind. This is all about you! Allow us to make the home selling process seamlessly uncomplicated.



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