Crystal Gale GROUP

kw MID SOUTH HOMES + LAND



HOME SELLER GUIDE

CRYSTAL GALE

TN REAL ESTATE AGENT

(615)580-6069 CRYSTAL.GALE@KW.COM

MY BROKERAGE



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Hello,
I'm
Crystal Gale
and I can't
wait to help
you find your
home
(615)580-6069
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MEET CRYSTAL GALE
TN REALTOR®

Crystal is a full-time real estate agent at KW Mid South Homes+Land. With social media experience, Crystal knows how to effectively market properties and connect with clients in today's digital world. Crystal is a bilingual professional whose fluency in both English and Spanish enables her to connect effectively with a diverse clientele, fostering strong relationships across various communities.

No matter the price point, Crystal is a strong believer that communication is key to a successful real estate transaction. She makes it a priority to keep her clients informed every step of the way and is always available to answer any questions they may have. Whether buying or selling, Crystal believes in a luxury experience and provides clients with the best service possible, aligning with KW M vision and mission for an elevated real estate experience.

MISSION STATEMENT



My mission is to provide exceptional service to homeowners by strategically marketing their property, negotiating the best possible terms, and delivering a smooth, stress-free selling experience. I am committed to maximizing your home's value and ensuring your goals are met with professionalism, transparency, and care at every step of the process.

UNDERSTANDING THE TN SELLER'S MARKET

Median Sale Price:
Homes in Middle Tennessee are selling for a median price of approximately $383,000. This figure reflects a mix of suburban and rural properties in the region.

Days on Market:
Properties in Middle Tennessee typically remain on the market for about 37-40 days, though well-priced homes in highly desirable areas may sell even faster.

Year-over-Year Price Growth:
The market shows a moderate year-over-year price increase of around 3-6%, indicating steady demand in the region.

Inventory Levels:
Middle Tennessee housing inventory levels are currently on the rise, averaging roughly 1.9 months of housing supply, indicating a market that still favors sellers but is moving toward equilibrium.

Price per Square Foot:
In many parts of Middle Tennessee, the average price per square foot ranges from $190 to $308, varying by location, property condition, and local demand.

STEPS TO Closing

1 BEFORE LISTING

- schedule an appointment
- discuss best strategy for selling
- formal listing presentation
- executed sales agreement
- property evaluation
- complete market analysis
- establish sales price

2 LISTED & ACTIVE

- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing service
- Showing times selected
- e-mail campaigns started
- Social media campaigns started
- open house scheduled

3 UNDER CONTRACT

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends!



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SIX

STEPS TO SUCCESS

01 **MARKET PREPERATION**

02 **PHOTOGRAPHY**

03 **MARKETING**

04 **RESPONSE TIME**

05 **SOCIAL MEDIA**

06 **OPEN HOUSES**



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UNDERSTANDING COMMISSION SPLITS AS A SELLER -

and how real estate is different than before

WHAT IS IT

When it comes to selling your home, **understanding commission splits is an important aspect of the process.** Traditionally, many sellers assume they must offer a commission split to the buyer's agent, but that isn't always the case now. Here's what you need to know:

What Are Commission Splits?

- Commission splits refer to the way the total commission from the sale of a home is divided between the listing agent and the buyer's agent. In some cases, both agents receive a predetermined percentage of the commission, which is typically factored into the listing price.

Seller's Flexibility:

- As a seller, you are not required by law to offer a commission split. Instead, you have the flexibility to structure your commission agreement as negotiable for the buyer's agent.

Why It Matters:

- Understanding commission splits empowers you to take control of your selling process.



MARKET PREP

We advise on decluttering, making repairs / alterations that will help you gain financially. As well as show the home in its best possible form.

> Potential buyers want to feel like they can easily fit all their belongings and be well-organized.

Remember... first impressions last a lifetime.

Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.





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PROFESSIONAL PHOTOGRAPHY



Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.







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WHAT TO "DO"

INTERIOR:



Clear all surface areas including tables, bookshelves & countertops of clutter



Remove all items around sinks and in showers/baths



Every light fixture has working bulbs of the same color

- [ ] Wipe down counters/mirrors
- [ ] Remove all pet related items and food
- [ ] Take personal items off the walls
- [ ] All laundry is either put away or hidden
- [ ] Take all trash out
- [ ] Move all sensitive paperwork and medication to a secure area



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WHAT TO "DO"

EXTERIOR:



Mow both front and back of your lawn. Edge and blow away clippings.



Hide large trash cans



Pick up any pet "left behinds" in the yard

- [ ] Wash all windows and clean screens
- [ ] Touch up paint
- [ ] Move any extra vehicles from the drive way
- [ ] Display seasonal flowers and landscaping
- [ ] Weed any flower beds
- [ ] Clean front porch and secure any loose handrails



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MARKETING

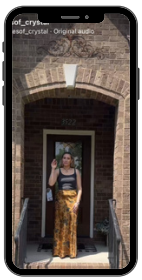
It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet.

Here are my **top 3 marketing tools** used to promote your property:

Custom Property Flyer



Social Media Content of Property



Custom neighborhood invites to open house





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SOCIAL MEDIA





2025 Social Media Stats:

- In 2025, the average social media user spends roughly 2 hours and 23 minutes (143 minutes) daily across all platforms, with 61.1% of that time spent watching videos, and users are estimated to use an average of 6.83 different social networks per month.
- 51% of buyers found their homes on the internet.
- 97% of home buyers use the internet to search for homes.
- 88% of all buyers purchased their home through an agent. On average, buyers spend eight weeks looking for a home.

TikTok

OPEN HOUSES

A National Association of Realtors (NAR) study found that 41% of buyers attended an open house during their home search—that's why I strategically host open houses to maximize exposure and create opportunities for serious, in-person interest.



HOW I PREPARE:

- Posted on all major websites including Zillow, Realtor, and the local MLS
- Several signs strategically placed around your neighborhood - with balloons!
- Personal neighborhood invites
- Posted on all social media accounts
- Emailed to everyone in my sphere



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FOLLOW-UP

According to a study by Harvard Business Review, agents who follow up within the first 5 minutes are 100 times more likely to connect with a lead—that's why I'm trained to respond quickly, and so is my entire team, ensuring you never miss an opportunity.

WHAT YOU *can expect*

As your Real Estate Agent, you can expect personalized, attentive service tailored to your unique needs. I am dedicated to making the selling process smooth and enjoyable, guiding you through every step with clear communication, expert advice, and a commitment to you. Weather this is your first sale or you are more experienced with the selling process, I'm here to ensure you feel confident and empowered in you decisions.



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THANK YOU

scan for
e-business card

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