

Selling Your Home

Strategies for a Top Dollar Sale



PRESENTED BY:

Chris McSwain

**BERKSHIRE
HATHAWAY**
HOMESERVICES

BAY STREET
REALTY GROUP

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Why List With Chris McSwain?

"People First" Executive with Proven Results



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Berkshire Hathaway HomeServices Bay Street Realty Group Adds Global Thought Leader, Chris McSwain, as Realtor®

BEAUFORT, SC -- Berkshire Hathaway HomeServices Bay Street Realty Group is excited to announce the addition of global thought leader and successful businessman, Chris McSwain, to their South Carolina sales team.

After spending 25 years serving others across the US and abroad, Chris returns to the Carolina lowcountry; he and his wife of 36 years recently finished a multi-year tour of the US in a 40 foot motorhome. The choice to live on Fripp Island was an easy one - the Beaufort area feels like "driving through a postcard", and Chris is excited to bring value to his clients by utilizing his business, people, and technology skillset.

With a successful track record across a wide range of industries and companies, Chris is known for creating innovating and industry leading solutions for highly complex business and employee challenges. He has previously led transformation at F1 (Walmart), F500 (Whirlpool, General Dynamics, Novartis, Syngenta, SCANA), privately held (Aasonn), non-profit (Integrated Benefits Institute), and pre-funding stage (ThinkX, Inc) companies.

Chris remains an advisor to organizations providing disruptive and innovative solutions, and is the co-founder of WorldWideWellbeing. Among the numerous awards he has garnered in his career, he was name one of the '20 People to Watch' in Business Insurance Magazine, and has been published in national magazines, journals, and newspapers.



Chris

REAL ESTATE AGENT

**BERKSHIRE
HATHAWAY**
HOMESERVICES

BAY STREET
REALTY GROUP



Client Testimonials

Feedback from Long Standing Relationships

Working with Chris is always a welcome privilege.

Chris is one of the most remarkable people I've met. He has the unique ability to consider challenges from all angles, create a solution that is completely new and different, and he fearless enough to build & share that solution with the world. Chris has the ability to take the impossible and make it mainstream - while also adding to his ever-growing network of equally influential leaders. With so many accolades under his belt, it's shocking how humble, and genuinely kind Chris in day in and day out. Working with Chris is always a welcome privilege.

Stephanie F.

His listening skills facilitate meaningful connection.

"I've known Chris for more than 15 years, and have had the privilege of working with him at four different companies. Chris is a thoughtful innovator, and is unafraid to disrupt the status quo with creative and practical solutions in a broad array of work settings. On the personal side, Chris is humble and compassionate, and his calm demeanor and listening skills facilitate meaningful connection with those in his orbit. His integrity is beyond reproach. I have no hesitation in recommending Chris to anyone seeking an agent who is insightful, well-reasoned and solution focused guidance.

Bruce S.

Chris is one of the most thoughtful and caring individuals.

"I had the pleasure of meeting Chris over four years ago and my only regret is not meeting him much sooner in my career. Chris is one of the most thoughtful and caring individuals I have ever known and this extends beyond his personal relationships and into his professional relationships as well.

As a leader in the Corporate world, his creative and inclusive approach to leadership brought out the best of his teams and led to award winning results. More important to Chris, this led to much healthier and productive employees across all the companies he served. I admire his drive and unwavering commitment to excellence and am very lucky to call him a friend".

Greg F.

He is resourceful, compassionate, smart, and driven.

"It is a pleasure to support Chris as real estate professional. He has proven himself to be resourceful, compassionate, smart, and driven. His accomplishments speak volumes about his character and leadership. I have known Chris since the early 2000's and am happy to recommend Chris to anyone looking for a proven visionary agent with impeccable bonafides.

Jon C.

Forever Agent

Why I want to be a Forever Agent, and Why I Think it is Good for My Clients

For the majority of my career, I have held leadership and executive positions. To this day, I still have former team members contact me to continue our relationships. I attribute this to being “people first” focused and a servant leader. Consistently, I fought for what was best for my team members, even once offering my resignation if our work was not successful. Always fought for my team member’s promotions, raises, development assignments and more.

We stuck together because we believed in our shared vision. I was told early in my career, people will not care about what you say, until you show them you care about them. I’m authentic, so many times I have been in hospital waiting rooms, weddings, and unfortunately some funerals.

Being a Berkshire Hathaway Home Services real estate agent aligns so closely with what you now know about me as a person. As a Forever Agent, I embrace a commitment to lasting relationships, professional excellence, and community representation. This approach extends beyond mere transactions to create enduring connect with Forever Clients.

As a Forever Agent, one key aspect that sets me apart is my focus on building a professional practice, not just a business. I help my clients plan around their Forever needs, recognizing the significance of long-term considerations. My commitment to communities goes beyond service – I actively promote many small businesses by interviewing the owners, then using a blog (Where the Locals Go) to help them share their stories.

Annually, strategic thinking precedes business planning, and I understand the nuanced impact of content to ensure a thorough and thoughtful approach to every client’s unique needs. Unlike traditional listing presentations, I tailor customized marketing proposals.

My dedication to marketing goes beyond my own talents. For my clients, I partner with a software engineer who specialized in digital and social media marketing.

Buying and selling homes successfully is now more than ever a digital game. From maximizing search engine optimization to understanding the nuances of social networking, social media, and social media marketing, we stay ahead in a dynamic landscape.

Finally, as a Forever Agent, I focus on what makes a home and lifestyle unique, emphasizing individuality over uniformity. Ask me about having a Real Estate & Lifestyle Planning Guide and also an Annual review.

As a leader in trust and innovation, I am for everyone, and hold me accountable to the brand’s Four Foundational Values – Trust, Integrity, Stability and Longevity. I am committed to be a partner dedicated to your Forever needs and aspirations.

1. FOREVER AGENTS create FOREVER CLIENTS.
2. FOREVER AGENTS build a professional practice not just a business.
3. FOREVER AGENTS help clients plan around their FOREVER needs.
4. FOREVER AGENTS don't just serve, but also represent communities.
5. FOREVER AGENTS do strategic thinking before they do business planning.
6. FOREVER AGENTS understand that content carries "content-sequences".
7. FOREVER AGENTS appreciate that understanding population segments is more important than profiling individuals.
8. FOREVER AGENTS are proficient at preparation.
9. FOREVER AGENTS are dedicated to closing the real estate loyalty gap
10. FOREVER AGENTS make customized marketing proposals, not listing presentations.
11. FOREVER AGENTS focus on building both a database and a "client base".
12. FOREVER AGENTS build FOREVER teams.
13. FOREVER AGENTS do not use the word "comps".
14. FOREVER AGENTS do not use lazy listing language.
15. FOREVER AGENTS do not believe the market determines the price of real estate.
16. FOREVER AGENTS appreciate that homes sell because of effective marketing.
17. FOREVER AGENTS believe that ROI also represents not just return on investment, but also return on influence.
18. FOREVER AGENTS don't just develop spheres of influence they influence their spheres.
19. FOREVER AGENTS maximize both search and seek engine optimization.
20. FOREVER AGENTS appreciate the difference between social networking, social media, and social media marketing.
21. FOREVER AGENTS appreciate the difference between CMA and MMA.
22. FOREVER AGENTS excel at both the psychology of sales and the sociology of marketing.
23. FOREVER AGENTS conduct well marketed, networked, and content-rich open houses.
24. FOREVER AGENTS appreciate the difference between personal service, home-related services, and professional skills.
25. FOREVER AGENTS want to be selected and developed, not recruited and retained.
26. FOREVER AGENTS focus more on what makes a home and lifestyle different than what makes them different.
27. FOREVER AGENTS properly manage both micro and macro markets.
28. FOREVER AGENTS are dedicated to creating real estate ecosystems.
29. FOREVER AGENTS appreciate the difference between personal promotion, advertising, and marketing.
30. FOREVER AGENTS don't just look to sell more homes, but to sell homes for more.
31. FOREVER AGENTS are dedicated to being real estate leaders in trust and innovation.
32. FOREVER AGENTS create compelling video content and evolve with the ever-changing metrics and platform landscape.
33. FOREVER AGENTS are for everyone.
34. FOREVER AGENTS pledge to the brand's Four Foundational Values: Trust, Integrity, Stability, and Longevity.

BHHS Is Your Community Expert

When it comes to real estate services in the Beaufort area, Bay Street Realty Group is unrivaled in its commitment to excellence. Our extensive presence, seasoned agents, and community expertise make us the leading choice for individuals seeking a premier real estate experience. Whether buying or selling, our clients can trust that they are in capable hands as we guide them through every step of their real estate journey.



#41

In Sales of Over
1500 Offices

#3

Commercial Division
Worldwide in
BHHS Network

+700M

In Total Sales
For 2022

150+

Years of Combined Experience

130+

Forever Agents to Serve You

6

Offices to Serve Your

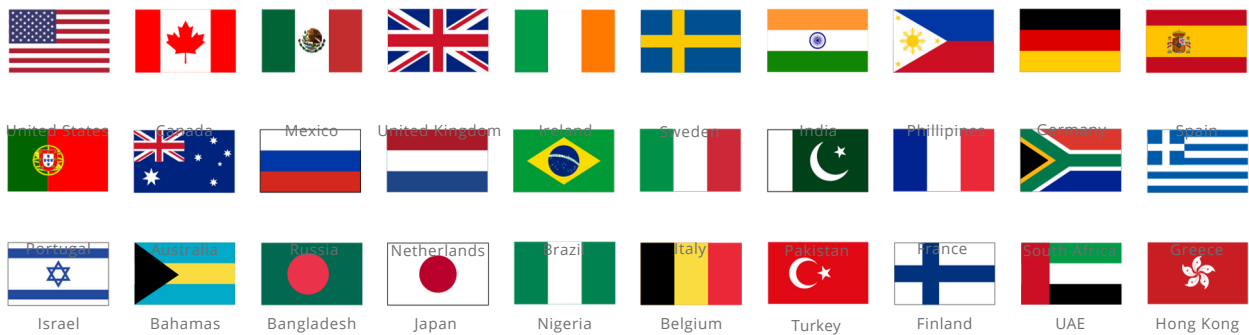
5

Almost 39 Million Visits to BerkshireHathawayHS.com

PRESENTING YOUR HOME TO THE WORLD

Our website attracts a global audience and offers a user-friendly environment for consumers to learn more about the real estate process and search for their dream home. Consumers can quickly, and easily, find their local network office and connect directly with a Berkshire Hathaway HomeServices network sales professional for the best real estate services. The site features vibrant imagery, clean and sensible navigation and a powerful property-search system. Offered in multiple languages, consumers can easily switch to their preferred language.

Top 30 visiting countries:



*Adobe Analytics: January 1, 2022 - December 31, 2022

The Value of Global Marketing

MAXIMIZING REACH AND INFLUENCE
WHEN BUYING AND SELLING LUXURY PROPERTIES

When selling your home, we deliver maximum exposure to the right audience reaching millions of unique users monthly. The world's a big place and, for Berkshire Hathaway HomeServices' global listing syndication, we'll be where the action is.

Listings are syndicated to:

- berkshirehathawayhs.com
- zillow.com
- trulia.com
- wsj.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com (\$1 million +)
- Mansion Global WeChat Channel (\$1 million +)
- Barron's (\$1 million +)
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)

Our global syndication strategy capitalizes consumer preferences and search patterns to keep Berkshire Hathaway HomeServices network listings in front of the world's serious and qualified home buyers.





Selling Your Property

OUR TOP PRIORITY

PRICING IS CRUCIAL

We will work with you to establish a fair market value for your property. We want to ensure you are confident in the listing price for your property. Our goal is to attract the greatest quantity of quality buyers as soon as your property hits the market.

Our goal is to price your home correctly the first time!



Our Strategy

STRATEGIC PRICING

PRICING YOUR PROPERTY TO SELL

As the seller, it's easy to let emotions influence what you believe your property is worth. Pricing your property too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust that our pricing strategy will be unbiased. With our skill set we will list your property at an accurate price to benefit you in the long run. We will determine the best strategy for you with genuine and practical intentions. Your property will warrant its own particular pricing strategy based on the following factors.

Pricing Factors To Consider

01.



THE MARKET

Your local areas current housing market conditions will play a large factor in helping determine the best price for your property listing.

02.



THE COMPETITION

We will look to see what other property's are on the market to determine how your listing will compare to others in your area.

03.



YOUR TIMELINE

We will establish a timeline based on your urgency and flexibility. This will help determine the best listing price to meet your goals.



Our Proven Property Selling Timeline

OUR SIGNATURE PROCESS

Step One

Listing Consultation

After viewing your property, we will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the property and when your property will go active on the market.

Step Two

Professional Photography

After your property is prepared and staged, it will be professionally photographed by a top local real estate photographer. These photos will be used for the MLS listing and marketing, which means high-quality photos are a must.

Step Three

Our Marketing Plan

Your property will now be live on the MLS and viewable to potential buyers. To ensure maximum exposure we will run social media ads, hold an open house, contact potential buyers, and commence a unique marketing plan designed specific to your property.

Step Four

Showings

Whether it be virtual or in-person, it's important that you allow showings at your property. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your property to potential buyers.



Step Five

Receive an Offer

You will be notified when an offer is received. We will review all offers together and we will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

Step Six

Inspections

The buyer's agent will schedule any inspections during the time period negotiated in the contract. Together we will negotiate any requested repairs. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

Step Seven

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your property. We will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

Step Eight

The Closing

You will need to fulfill any closing obligations including: making agreed upon property repairs, submit disclosures, review closing costs and move out. After you sign the documents, it's time to celebrate because the property sale is complete.

From Just Listed to Sold

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



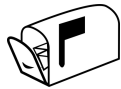
Create a professional
listing flyer & in-property
marketing book



Informative &
engaging MLS listing
description



Exposure to our
associates at monthly
business meetings



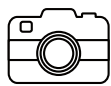
Strategic post card
campaign featuring
your property



Hold an Open House 1-2
weeks after placing
property on the market



Promote at Realtor
Open House
luncheons



Use professional quality
photography



Target one-to-one
social media
advertising



Door-knock the
neighborhood &
pass out listing flyer

We will work together to establish a winning marketing plan for your property. We approach each listing with a fresh perspective, so we will be sure to customize a marketing plan specifically for your property.

Additional Marketing Tools

HOW WE ACHIEVE SUCCESS

- PROFESSIONAL CUSTOM PROPERTY BROCHURES
- NATIONAL AND INTERNATIONAL ONLINE EXPOSURE
- DIRECT MARKETING
- PRIVATE SHOWINGS
- PRIVATE BROKER RECEPTIONS
- BFT, HHI MLS
- PROFESSIONAL PEER NETWORKING
- HDR, 3D, AND DRONE PHOTOGRAPHY
- MATTERPORT 3D TOUR OF YOUR PROPERTY
- TRADITIONAL PRINT ADS
- MASS EMAIL TO AGENTS AND CLIENT DATABASE
- TARGETED DIGITAL AD
- POSTCARD CAMPAIGN
- 1000'S OF ONLINE PLATFORMS
- YARD SIGN
- OPEN HOUSES
- VIRTUAL SHOWINGS
- SOCIAL MEDIA CAMPAIGN
- VIDEO AND MOBILE
- LARGE REFERRAL NETWORK
- STAGING RESOURCES
- HIGHLIGHT VIDEO
- TWILIGHT PHOTOGRAPHY

Consumer advertising in prestigious publications:
duPont REGISTRY - The Wall Street Journal - Unique Homes
Prestige Magazine



Web Presence

Realtor.com

Zillow.com

Homes.com

Google

Pinterest

Pro Homesnap

Homefinder

Targeted online campaign

Targeted email campaign

With home searches starting online, I understand the importance of casting a wider net and reaching as many potential buyers as possible.

Therefore, in addition to listing your home on the Multiple Listing Service, I will also market your home in these online platforms.



Say what?

According to National Association of REALTOR While the expertise of REALTORS® remains vital to the home buying and selling process, the internet serves as a tool for all generations of home buyers; 97% of all homebuyers used the internet in their home search.

PHOTO PREP CHECKLIST

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire home
- Create a list for the photographer of areas of your property you want them to highlight (and any areas you do not)
- Turn on all lights, lamps and overheads and replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Stow pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure any patio furniture is arranged
- Sweep any porch and exterior areas



Your Personal Preferences

IMPORTANT INFO

Preferred day for photographs:

Best day/time for open house:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to remove shoes?

Will pets be in the home during showings?

Do you have a security system that will be on during showings?

My Promise to You



There are thousands of licensed real estate agents in this area, but how many of them are dedicated professionals? How many of them can you trust to have your best interest at heart? As your agent, I make these promises to you and so much more!

I promise to tell you the truth about your property.

I promise to disclose all my relationships in the transaction.

I promise to respect your confidences.

I promise to give you good, well-researched and knowledgeable advice.

I promise not to put my commission ahead of what's best for you.

I promise to tell you the truth about myself.

I promise that you will understand what you're signing.

I promise to follow through and follow up.

*Sincerely,
Chris McSwain*

**BERKSHIRE
HATHAWAY**
HOMESERVICES

BAY STREET
REALTY GROUP



Your Property Matters

Thank you for choosing me to help you sell your property. I look forward to working with you to help you achieve all of your real estate goals.

Lets get started

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Notes
