



*Selling Your Home*

with

**Smith**

REALTY TEAM





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# ABOUT THE TEAM

## TRUST

We treat clients like family, listening deeply, communicating clearly, and always putting client needs above the transaction.

## EXPERTISE

Our deep community knowledge is matched by a commitment to best in-class service, ensuring every client experience is seamless and refined.

## INTEGRITY

Honesty, transparency and accountability define everything we do, from the first conversation to final closing and the months after.



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# Daniel

— TEAM LEADER —

## ABOUT ME



Daniel, originally from Liverpool, moved to the U.S. as a professional soccer coach. Inspired by the culture and opportunity, he transitioned into Real Estate, combining his passion for service with a drive for excellence. Based in New Jersey, Daniel leads a successful team powered by United Real Estate, offering client-focused service and expert guidance in buying, selling, renting, or investing. His leadership is shaped by his coaching background and lifelong support of Liverpool F.C., instilling values of teamwork, trust, and integrity. Whether on the pitch or in the housing market, his mission is clear: to lead with integrity, passion and a team-first mentality.



## Contact information



908 419 3030



danielsmith.therealtor@gmail.com



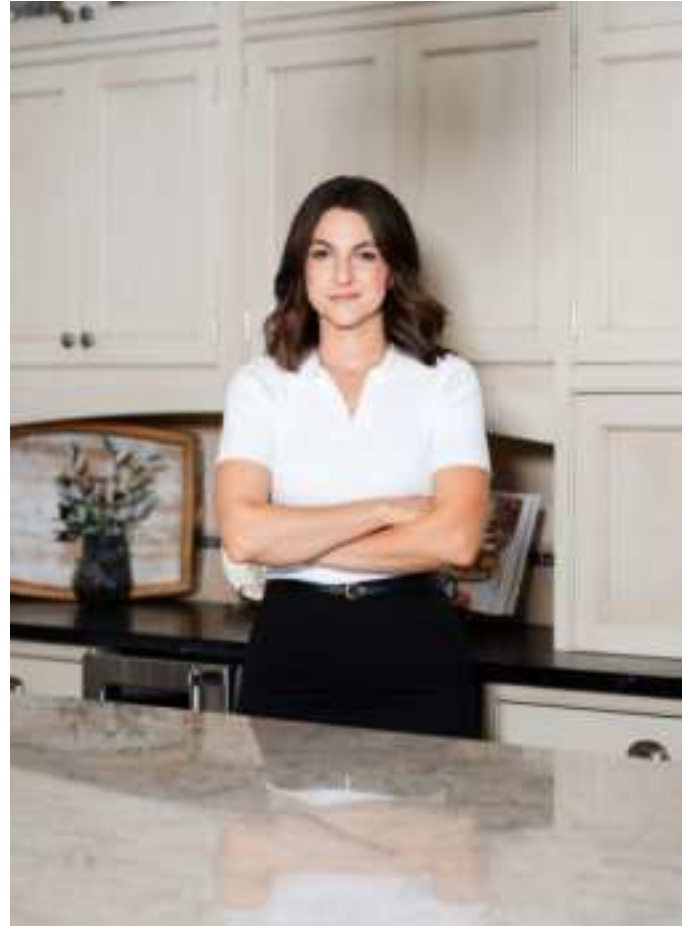
@danielsmiththerealtor



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# Amanda

REALTOR






## ABOUT ME



Amanda has a Master's in Mental Health Counseling, which allows her to bring empathy and compassion to the fast-paced real estate industry, guiding families through the journey of finding or selling a home. A Morris County resident since childhood, she offers deep local insight. Partnering with her husband, Daniel Smith, they create a blend of strong negotiation skills, compassion and expertise. As a mom, counselor, and realtor, Amanda balances her roles to make sure all clients are met with patience and dedication every step of the way.

## Contact information

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# Before you LIST WITH US



Selling your home is a big step, and we know it deserves more than a “one-size-fits-all” approach. The process begins long before the sign goes in the yard, from creating a thoughtful pre-listing checklist and making simple preparations that highlight your home’s best features, to choosing the right real estate professionals to represent you.

We believe sellers should feel informed, confident, and supported every step of the way. Our team is here not only to provide expertise and strategy, but also to listen, guide, and make the experience as smooth as possible.

***We’d be honored to show you why so many sellers trust us to deliver results.***



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# PRE-LISTING SELLER Checklist

## How to Prepare Your Home for a Top-Dollar Sale

### ABOUT 30 DAYS BEFORE LISTING

- ✔ **Declutter & Organize** – Remove excess furniture, knick-knacks, and personal items. Pack away seasonal clothing, kids' toys, and anything not used daily.

*Creates a sense of space, helps buyers imagine themselves in the home.*

- ✔ **Deep Clean** – Clean windows, baseboards, ceiling fans, and light fixtures. Shampoo carpets, mop hardwoods, and freshen grout in bathrooms/kitchens.

*Clean homes photograph better and feel “move-in ready.”*

- ✔ **Small Repairs** – Fix squeaky doors, leaky faucets, loose handles, and minor drywall dings. Replace burnt-out bulbs.

*Buyers notice small defects and may assume larger issues.*

### 2 WEEKS BEFORE LISTING

- ✔ **Neutralize & Brighten** – Touch up paint, especially bold or scuffed walls (neutral tones recommended). Open blinds and replace heavy drapes with lighter options.

*Light, neutral spaces feel larger and more inviting.*

- ✔ **Curb Appeal Check** – Mow the lawn, trim shrubs, edge flower beds, and add fresh mulch. Power wash the front walkway, steps, or siding if needed. Add a welcoming touch: seasonal flowers or a new doormat.

*First impressions matter, buyers often decide in the first 30 seconds.*

# PRE-LISTING SELLER *Checklist*

## *How to Prepare Your Home for a Top-Dollar Sale*

### 1 WEEK BEFORE LISTING

✓ **Stage Each Room** – Arrange furniture to maximize space and flow. Remove extra rugs and bulky pieces. Place fresh towels in bathrooms, simple bedding in bedrooms. Staged homes show better in person and online.

✓ **Odor Check** – Eliminate pet, cooking, or smoke odors. Use subtle fresh scents (avoid overpowering candles/air fresheners).

*Smell is one of the strongest buyer turn-offs.*

### DAY OF PHOTOS & SHOWINGS

✓ **Final Touches** – Clear counters (kitchen & bathroom). Hide trash cans, pet bowls, and laundry. Open blinds, turn on all lights, and fluff pillows.

*The home will look its best for buyers and photos.*





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# HOME SELLER'S ROADMAP

From preparation to closing, here's what to expect and how our team supports you every step.

## PHASE 1 PREP YOUR HOME

- Declutter, deep clean, and small repairs
- Neutral paint touch-ups and brighten spaces
- Enhance curb appeal

**How we help:** Provide prep checklist, vendor connections, staging guidance

## PHASE 2 PRE-LISTING

- Professional photography & video
- Marketing materials crafted
- Pricing strategy finalized

**How we help:** Coordinate all media, craft marketing, set pricing strategy

## PHASE 5 ATTORNEY REVIEW & INSPECTIONS

- NJ Attorney Review (3 business days)
- Buyer home inspection
- Negotiate repairs/credits

**How we help:** Guide attorney review, recommend attorneys, handle inspections

## PHASE 4 OFFERS & NEGOTIATION

- Review & compare offers
- Negotiate price and terms
- Accept strongest buyer

**How we help:** Advise on terms, negotiate on your behalf.

## PHASE 3 ON THE MARKET

- MLS + syndication
- Ads, email, and print campaigns
- Showings + open house feedback

**How we help:** Manage showings, gather feedback, keep you informed

## PHASE 6 APPRAISAL & MORTGAGE

- Buyer's lender orders appraisal
- Mortgage underwriting process

**How we help:** Coordinate with lender/agent, resolve issues proactively

## PHASE 7 PREPARING FOR CLOSING

- Title work + final walkthrough
- Utility/service transfers
- Confirm closing date

**How we help:** Coordinate attorneys, title, and logistics

## PHASE 8 CLOSING DAY

- Final paperwork signed
- Keys handed over
- Celebrate your successful sale!

**How we help:** Keep everything on track through closing day



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# Listing STRATEGY

Every home has a story, and our job is to tell yours in a way that captures buyers' attention. When you list with us, we bring together a thoughtful pricing strategy, high-quality photography, and a step-by-step plan to highlight your home's best features. Our process covers every phase of the sale. From preparing your home and launching it to the market, to negotiating offers and guiding you through closing. With our team, you'll always know the plan, the next step, and the strategy behind it, so you can move forward with clarity and confidence.



*Selling a home is a journey, and we'll make sure you never have to walk alone.*

# STRATEGIC PRICING

*For* MAXIMUM BUYER RESPONSE

## MARKET INTELLIGENCE

Pricing begins with comprehensive market intelligence. We analyze comparable sales, active listings, and pending contracts to ensure every recommendation is grounded in data. Our expertise in the luxury market provides a nuanced understanding of trends that directly impact your home's value.

## BUYER PSYCHOLOGY

A well-priced home sparks buyer excitement and competition. Strategic pricing creates urgency, encouraging buyers to act quickly. Overpricing, on the other hand, can lead to hesitation, fewer showings, and ultimately, a lower net return. Our goal is to position your home at a price point that attracts attention and motivates action.

## SELLER COLLABORATION

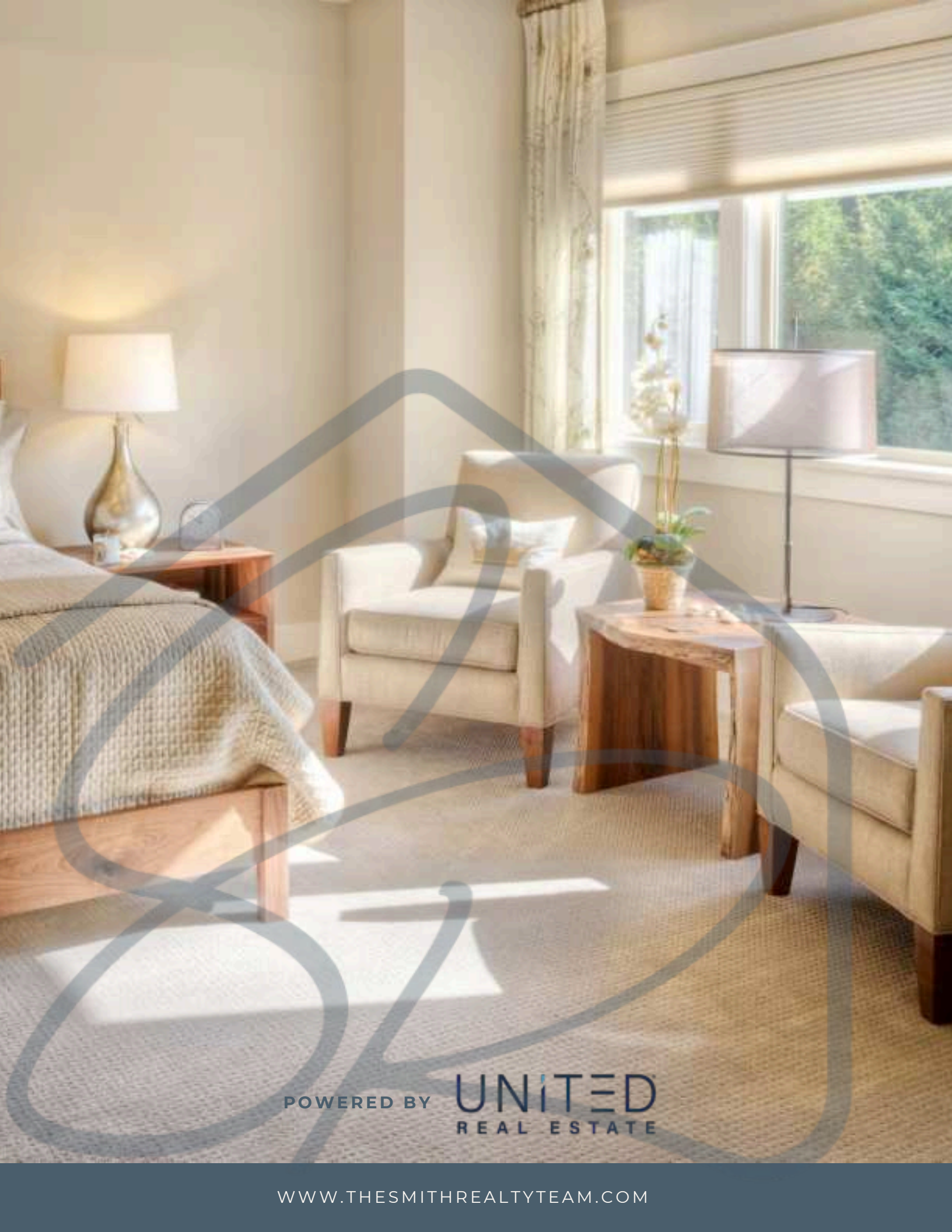
We believe in a collaborative approach. Together, we align your financial goals with market realities. Through transparent conversations and data-backed recommendations, we guide you toward a listing strategy that ensures both confidence and results.

## LUXURY MARKETING ADVANTAGE

Correct pricing is the foundation for unlocking the full power of our luxury marketing platform. From professional staging and high-end photography to targeted digital campaigns, your home is positioned to capture the attention of the right buyers at the right price.

## PROVEN RESULTS

Our approach has consistently delivered success. With strong list-to-sale price ratios, shorter days on market, and a track record of delighted clients, you can trust that your home sale is in expert hands.



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# STRATEGIC PRICING

*Maximizing Value* THROUGH SMART PRICING

Setting the right price from the start is one of the most important decisions you'll make when selling your home. Price impacts not only how quickly your home sells, but also the type of buyers it attracts and the offers you receive.

## ASPRITIONAL PRICING-

- Limits the number of interested buyers.
- Risks your home sitting on the market and becoming "stale."
- Often leads to price reductions that net less in the long run
- Leaves some room for negotiations.



## EVENT BASED PRICING-

- Creates urgency and draws in more buyers.
- Can generate multiple offers and bidding competition.
- Risks underselling if not strategically managed.

## MARKET VALUE PRICING-

- Attracts serious buyers who recognize fair value.
- Generates strong interest early, when your listing is most visible.
- Maximizes your chances for competitive offers and the best return.



## HOW WE HELP-

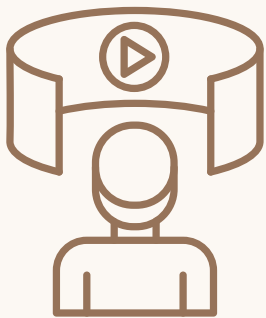
*Our role is to analyze the market, study comparable sales, and recommend a pricing strategy that positions your home to sell quickly and profitably. We collaborate with you on your needs/wants to optimize your sale.*

# Our LIST STRATEGY

*Crafted to maximize exposure, attract qualified buyers, and secure the strongest outcome, with clarity and care from start to finish.*

## 1. PLAN & PREP (Week 4 > 2)

- Smart home preparation: guidance on staging, light touch-ups, and pro photography readiness.
- Vendor coordination: we connect you with trusted pros (cleaners, handymen, landscapers).
- Pricing strategy: comps + local insight to position your home for strong interest from day one.

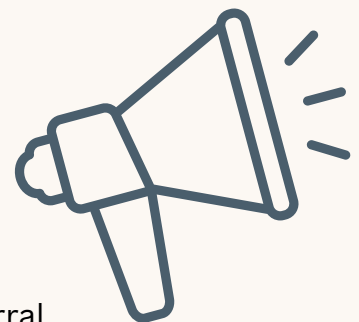


## 2. PRESENTATION THAT POPS (Launch week)

- Professional photography & video
- Drone footage + 3D/virtual tours (if applicable)
- Premium property website & floorplan (if applicable)

## 3. MULTI-CHANNEL MARKETING (Days 1-14)

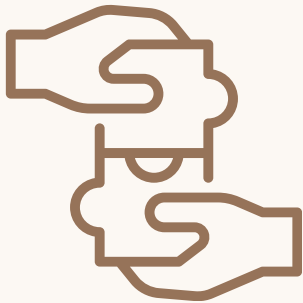
- MLS + premium placement & syndication to major portals
- Targeted digital ads (social + search) for movers, commuters, relocations
- Curated email campaigns to our buyer network and agents
- High-end print (postcards/brochures) to reach neighbors and referral spheres



# Our LIST STRATEGY

## 4. SHOWINGS MANAGED WITH CARE (On going)

- Proactive scheduling that respects your routine
- Feedback loop after every visit so you always know where things stand



## 5. STRATEGIC NEGOTIATION

- Offer review and term analysis
- Counter strategies that protect price, timeline, and risk tolerance
- Clear guidance so you feel confident and in control

## 6. CONTRACT TO CLOSE CONCIERGE

- Coordination with attorneys, lenders, inspectors, and title
- Milestone tracking and proactive problem-solving through closing day



## ✓ WHY SELLERS CHOOSE US

*At the heart of our approach are client-first values: trust, integrity, and transparency as we treat every client like family, putting your goals above the transaction. Every listing receives luxury-level marketing, combining crafted visuals with strategic exposure rather than just a “post and pray” approach. With deep local expertise in suburban New Jersey, we ensure pricing reflects schools, commute patterns, and neighborhood amenities. From start to finish, we provide hands-on support with zero guesswork, managing all the details so you can stay informed, confident, and at ease.*



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# WHAT YOU CAN *Expect*

- ✓ Preparation timeline & checklist before launch
- ✓ Weekly update rhythm (activity, feedback, next actions)
- ✓ Data-driven pivots if market signals suggest adjustments
- ✓ End-to-end coordination so nothing falls through the cracks

## + OPTIONAL ADD-ONS

Twilight photography | Lifestyle video shorts | Pre-listing inspection | Minor refresh consult (paint/light/landscaping)



# SEE WHAT OUR CLIENTS ARE SAYING...

## THE RAO'S



The Smith Realty Team was with us in the whole process of House Sale and Buy. In 2018 they helped to purchase a house in Lake Parsippany, was always supportive providing all the required information for a successful purchase including financials, inspection and closure (they have a good team of Attorney, Financial consultant, House Inspection). Once again in 2024 we decided to sell our existing house and buy a new house. They were with us in the whole process of finding prospective buyer and also finding a new house for ourselves. The team would send the listings everyday and be with us in all visits, discussing options and providing suggestions. Overall we would go back to Smith Realty Team for any future sale and very impressed with their professionalism. Thank you Daniel and Amanda for your help in Sell and Buy process.

## LIAM GRETTON



We recently had the pleasure of working with Dan and Amanda from the Smith Realty Team to support a mutual client relocating from the U.S. to the Wirral, England.

From start to finish, their communication was clear, prompt, and professional. Their knowledge of the U.S. market and the international moving process was incredible especially given the differences in how we operate here in the UK, this was clear in Dan's UK connections.

It was a seamless collaboration, and being able to rely on such a competent team across the Atlantic made a big difference for the client's experience.

I really hope our paths cross again in the future to collaborate again helping others make a smooth transition to life in the UK.

Highly recommended and proactive realtors! 5 Star

# SEE WHAT OUR CLIENTS ARE SAYING...

## THE GUPTAS ★★★★★

Daniel and Amanda Smith are outstanding realtors and even better people. From the beginning, they made the home-buying process smooth by promptly scheduling showings and always being on time. Their deep knowledge of each neighborhood and honest feedback about the condition of every house was incredibly valuable. In a tough 2023 market, where homes were selling \$50K–\$100K over asking, they negotiated our offer under asking—an unbelievable win! Even after closing, they’ve continued to support us like family. Daniel and Amanda are not just expert realtors—they’ve become dear friends. A lovely couple and a true blessing to work with!

## THE FULTONS ★★★★★

We had an amazing experience working with Smith Realty Team! They went above and beyond in helping preparing the home for sale in Closter, NJ. Throughout the entire process they provided a high level of service and support in every phase of the sale. They are professional, and incredibly patient. Smith Realty Team always had good communication and showed us strong negotiation skills getting us significantly over the asking price. We couldn’t be happier and highly recommend the Smith Realty Team to anyone looking to buy or sell their home.

# THANK YOU *from us*

Thank you for taking the time to read through our Seller's Guide. We created this resource to help make your home selling journey clearer, less stressful, and more enjoyable. Our team is passionate about walking alongside our clients, offering not just real estate expertise, but support and understanding through every step.

At The Smith Realty Team, we believe that selling a home is more than a transaction, it's a milestone, a new chapter, and a moment worth celebrating.

Whenever you're ready, we'll be here to guide you, answer your questions, and help turn your goals into reality.

Warmly,

*Smith Realty Team*





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## CONTACT US

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