



Your Pre-Listing Package

Dave Rotundo Jr. | RE/MAX 1st Choice Realty
Serving Chatham, Effingham & Bryan Counties



Welcome

Thank you for the opportunity to help you sell your home. Selling is more than just putting a sign in the yard-it's a strategic process that requires expert guidance, market insight, and a powerful marketing plan. My mission: Sell your home for the highest price, in the shortest time, with the least stress possible.



About Me - Why Clients Hire Me

I'm Dave Rotundo Jr., a full-time REALTOR(R) with over 9 years of top-producing results in the competitive Chatham, Effingham, and Bryan County markets, with over \$60 Million in closed sales.

Clients choose me because:

- Proven Track Record: \$60M+ in sales and consistent top performance year after year.
- Local Market Mastery: In-depth neighborhood knowledge to price and position your home strategically.
- Modern Marketing Edge: Cutting-edge tools, social media dominance, and AI-powered exposure.
- Negotiation Skills: Strong, tactical negotiator protecting your bottom line.
- Full Support: From pre-listing prep to closing day, I'm hands-on every step.

What to Expect During the Listing Process

1. Pre-Listing Prep - We fine-tune your home's presentation for maximum appeal.
2. Pricing Strategy - Using a Comparative Market Analysis (CMA) and market trends, we set a data-driven price.
3. Marketing Launch - Professional photos, video, social media, and online syndication.
4. Showings & Feedback - I handle all inquiries, schedule showings, and relay buyer feedback.
5. Negotiations - I negotiate fiercely on your behalf.
6. Under Contract to Close - I coordinate inspections, appraisals, and paperwork to ensure a smooth closing.

My Marketing Plan Overview

The goal: Get maximum qualified buyer attention-fast.

- Professional Photography & Videography
- Cinematic Video Tours
- Drone Photography
- Social Media Blitz
- AI-Powered Targeting
- Property Website & QR Code Signs
- Email Marketing
- Open House Events

Preparing Your Home for Sale - Quick Checklist

- Declutter & depersonalize living spaces.
- Deep clean kitchens, baths, and floors.
- Neutralize odors-fresh, clean scents only.
- Touch up paint & repair minor cosmetic issues.
- Maximize lighting-open blinds, replace bulbs.
- Highlight curb appeal-mow, edge, fresh mulch, trim shrubs.
- Remove excess furniture to create a sense of space.

The Pricing Strategy (Preview)

Pricing isn't about guessing-it's about positioning.

I'll present a CMA comparing your home to recent sales, active listings, and market trends. Our goal is to:

- Attract the highest number of qualified buyers.
- Create urgency and competitive interest.
- Avoid the costly "price reduction" trap.

When priced right from day one, homes sell faster and for more money.

Client Testimonials / Proof

Donna McCutchen ?????

"I would highly recommend Dave to anyone that needs a realtor. He was recommended to me when I needed to sell my sister and brother-in-law's house. He was so helpful in every way. I was totally lost and he helped me to get through it. Words can never say how much I appreciated him. I feel I have a lifelong friend in him. When I would be discouraged or felt down, he was there and knew exactly what to say. Thanks so much, Dave!!!"

Solitary Gal ?????

"I recently met David, and had the pleasure to work with him on the sale of my property. He is absolutely fantastic, totally superseded my expectations. Very professional, competent, excellent communication skills, and honest. He always went the extra mile throughout the process. I've dealt with many realtors for many years, and I can say he's one of the best I've known. Thanks, David!"

Huff0321 ?????

"Dave did such an amazing job helping us on our journey of selling our home! Dave's extraordinary kindness matches his professionalism and talent. We have sold and bought multiple homes, which is never easy and always stressful. Dave was by far the best experience we have had!! Outstanding job!"

FAQ

Q: How long will it take to sell my home?

A: It depends on pricing, presentation, and market conditions-but my listings average far fewer days on market than the county average.



Pre-Listing Package

Q: Do I need to be present for showings?

A: No. Buyers feel more comfortable viewing without the seller present.

Q: How much will it cost to sell?

A: We'll review all estimated costs-commissions, closing fees, and any agreed repairs-before we list so there are no surprises.

Q: What if I get multiple offers?

A: I'll guide you through not just the price, but terms, timelines, and contingencies so you choose the best overall offer.

What's Next: Our CMA Appointment

At our CMA meeting, we'll:

- Review your home's condition, features, and recent updates.
- Compare to recent sales and active competition.
- Finalize the best pricing strategy for your goals.
- Set your target timeline for going live.

How to Prepare:

- Make a list of recent upgrades, repairs, or unique features.
- Think about your ideal timeline for moving.
- Write down any questions or concerns you have about the process.

Let's make your move a success.

When we meet, I'll bring a detailed pricing analysis, staging suggestions, and a marketing calendar so we can hit the market strong.

Contact Info:

Phone: (Your Phone)

Email: (Your Email)

Website: daverotundorealty.com

Dave Rotundo Jr.

Your Local Real Estate Expert