



CUMMINGS & Co.
REALTORS

Seller Guide



A Guide to Marketing
& Selling Your Home



Listing with Cummings & Co.

Cummings & Co. Realtors
is a full-service real estate
brokerage based on integrity
and driven by innovation.
By mixing social media with
traditional marketing methods,
Cummings & Co. stays in front
of the real estate market.

**We're Growing
Every Year!**



**Largest
Independent
Brokerage in
Maryland!**



**BALTIMORE SUN
MEDIA**

Cummings & Co. is a 2022 Top
Workplace!
7 Years Running

Pre-Marketing Your Home

Drive buyer interest and buzz with our Coming Soon Office Exclusives, which affords prospective buyers a glimpse of your home before it officially comes on the market.


Listing your property on our Coming Soon page can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

By creating visibility early on, you can start engaging your network. 2.4x more potential buyers will attend the open house of a Cummings Coming Soon listing.

Tap into our Google search advertising to build momentum. We reach prospective buyers precisely when they're searching to help maximize traffic.


COMING SOON *Office Exclusives*




SEARCH ▾ ABOUT ▾ BUY ▾ SELL ▾ AGENTS ▾ COMING SOON ▾ OPEN HOUSES ▾ GAC TITLE [SIGN IN](#)

Coming Soon


▼ Price, Highest First [Save Search](#)



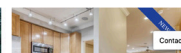


Residential • 4 Beds • 3 Baths • 0 High
216 HAMPTON PARK CIR,
LUTHERVILLE
\$1,999,000



Residential • 6 Beds • 3 Baths • 0 High
101 WOODLAWN RD, BALTIMORE
\$950,000



Residential • 4 Beds • 2 Baths • 0 High
7733 TILGHMAN ST, FULTON
\$825,000

 [Contact us](#)

Our Listing Process

01. Sign Listing Agreement

Once the listing agreement has been signed, we will start the process to get your listing launched as soon as possible!

It is important to get your listing ready by de-cluttering, painting, completing any repairs and upgrades, and if needed, virtual staging.

02. Clean and Organize Home

03. Listing Launch

Your listing will be launched across our private network, Cummings & Co. website, MLS, and syndication.

Get noticed in the neighborhood! We will place For Sale and Open House signage for your listing to get your home seen in the area.

04. For Sale & Open House Signage

05. Print & Digital Campaigns

We will work with our marketing department to create email announcements and invitations, printed postcards and brochures, and promotions across all social media platforms.

Bring the “Wow” Factor to Your Listing

We have a vast number of vendors to get your home in tip-top shape.

Staging Consultants

Our team of staging consultants have been instrumental in guiding clients to get their home ready for sale for over 8 years. Consultants focus on helping our clients make their home's best features shine so they can sell as quickly as possible for top dollar. Our consultants are detailed and specific whether it's offering a seller consultation and giving sellers advice on what to do with their current furnishings or filling an empty house with staging furniture. Every home is unique and we have the ability to bring out its best qualities, making sure that buyers see that in pictures and showings.

Photographers

Our team of photographers showcase the best of your home! Their expertise covers:

- Interior & Exterior Shots
- Twilight Photography
- Aerial Views
- Real Estate Virtual Tour & Hosting
- Photo Touch-Ups & Editing



Photography

Proponents of powerful imagery, Cummings & Co. invests in visual editors, creative producers, and the industry's most respected photographers to capture your home's finest selling points.



Cummings &
Co. Realtors
is a Broad
Listed Broker
member of
Bright / MLS.

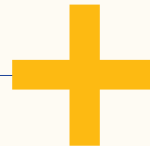
All properties syndicate to hundreds
of websites including, but not limited to,
the ones shown below.

brightTM
MLS

 Zillow[®]

trulia

realtor.com[®]



National Publisher Partners

Affiliate Publisher Partners

Regional Publisher Partners

The Real Estate Network



Home Prep Checklist:

Lighting

All interior and exterior lights on, including floor lamps, table lamps, under-cabinet lighting, stove-top lighting, bedside lamps, ceiling fan lights, and other secondary light sources.

Ensure that all bulbs work, replace any burnt out bulbs.

Kitchen

Remove all non-decorative items from counters (dish soap, paper towels, phones, cleaning supplies, etc.)

Remove magnets, photos, kids artwork etc. from the refrigerator.

Bathroom

Put toilet seats and lids down

Clear countertops of non-decorative items

Remove toiletries from bath/shower area (curtains/door are often opened to show off tiling/fixtures)

Front & Backyard

Take down flags

Put hoses and other equipment away, organize patio/deck

Pick up pet waste, put away garbage bins, and generally clean up yard

Freshly-cut lawn and landscaping in good shape

Pets

Keep pets out of the way during the shoot (in the backyard, garage or unfinished basement, for example)

Put away pet supplies, including food/ water bowls, crates, toys. etc.

Window Treatments

Open curtains/blinds all the way in every room

Vehicles

Ensure that no vehicles are in the driveway or on the street in front of the home

Close garage doors

Neighbors

Let the next door neighbors on both sides know about the scheduled shoot so that they can ensure their yards are clean, cars are out of the driveway, and garage doors are closed.

Staging

If available, place unobtrusive decorative items on counters and tables - examples include fresh flowers, bowls of fresh fruit, pottery, vases, and new candles.

Holiday Decor

Remove all holiday decor - examples include pumpkins, Christmas trees, menorahs, Christmas lights, wreaths from front door, etc.

Yard Signs

We kindly ask agents to remove for sale signs from the yard if they do not want the sign in the exterior shots

Other

Turn ceiling fans off

Put all personal items away

Remove religious and political items from view

Generally make the house as clean as possible (remove streaks from mirrors, sweep/mop floors, etc.)

Digital Marketing



BUYER UNDER CONTRACT!

7104 BITER LN.,
HIGHLAND,
MARYLAND 20777



"PARENTAL GIFT FARM"

Congratulations to the Buyers!

JUST Sold!

SOLD FOR \$1,300,000

14314 ROXBURY LAKE DR. GLENELG, MD.

Marketing Essentials:

From social media posts and banners, to email blasts and more, we have professionals to cover every aspect of digital marketing.



October 24th, 2020 | 12pm -2pm

407 Yantz
Severna Park, MD 21146

6 Beds | 7.5 Baths | \$1,845,000

Bright MLS: MDAA450744

*Sophisticated Colonial
in Sharnbrook!*
2112 Fox Trail Ct,
Reisterstown, MD



Testimonials

We have used Cummings & Co. for three house sales. Each time the experience has been wonderful. They are consummate professionals in addition to being lovely, caring people. We trust them to give us the best advice based on their deep knowledge of the market. Cummings & Co. have always gone above and beyond the call of duty in making our transactions easy and our choices profitable.

John & Hayden C.

Cummings & Co. Realtors did an excellent job negotiating with the buyers & buyers' agent to ensure a smooth process (during the pandemic) when I relocated out of state.

Job well done!

Afryea B.

Cummings & Co. Realtors are hard workers and truly an advocate for their clients. We would definitely work with Cummings & Co. again and recommend them to any of our family or friends. Thanks, Cummings & Co.!

Lindsay P.