



MARKETING ADVANTAGE



CENTURY 21
Scheetz



SELLING YOUR HOME

YOUR HOME, THE RIGHT VALUE

In today's market, valuing and pricing your home appropriately is a critical step. We are constantly monitoring the market's trends to keep you well-informed. Our experience and datasets will assist you in drafting a pricing strategy to maximize your home's value.

Our team has perfected the process of maximizing visibility and expanding the digital reach of each listing in a crowded, competitive market. Buyers and sellers can now access infinite resources and choices online, which CENTURY 21 Scheetz strives to include in its overall strategy!

Thanks to the C21 Scheetz Syndicated Listings Program and the solutions that we offer, we make sure that your listings are easily accessible to consumers via hundreds of websites, including all local brokerages websites in the market area. Thanks to our commitment to further enhance the user experience of our clients, we are able to show our website visitors extensive real estate visibility across Indiana.

THE HOME SELLING PROCESS

1

Prepare

We provide you with a professional plan tailored to your needs.

2

Analyze

We collaborate with you, and our colleagues, to develop a pricing strategy that fits both your goals and today's housing market.

3

List

We develop a comprehensive marketing and listing plan to maximize your listing's exposure.

4

Show

We coordinate showings for buyers utilizing our Showing Service.

5

Negotiate

We guide you through your offers and help negotiate the best outcome.

6

Close

We manage the entire closing process while keeping you in the loop.



PRINT AND DIGITAL VISUALS

Your home will be placed on the MLS (Multiple Listing Service) for maximum reach of buyers and their REALTORS®. From brochures to flyers and videos to social media, your home will be marketed both in print and online to expand the reach of the listing.



SHOWING SERVICES

It's crucial to prioritize your home's marketing and ensure guaranteed showings. Throughout the entire sales process, the daily and weekly feedback reports allow you to be updated and informed on a regular basis.



POWERFUL SOFTWARE THAT SIMPLIFIES EVERYTHING

CENTURY 21 Scheetz and its powerful transaction management software simplifies the intricate details that come with real estate. All parties involved in your transaction will be able to complete, sign, and share documents safely and conveniently online.



SYNDICATED LISTINGS PROGRAM

Since showcasing your home is the first important step in the process, it will be distributed via 170+ approved real estate search websites when you list your property with CENTURY 21 Scheetz. The results of our online marketing are detailed with real-time metrics from partner websites.



INSTANT OFFER

We'll guide you through the entire process, so you understand all of your options and can make the best decision for your specific situation. Options can include accepting an instant cash offer on your home so you can move before you sell, selling your home now and renting at a fair-market price until you find your dream home, or a traditional sales option.



PROFESSIONAL PHOTOGRAPHY

87% of home buyers consider photos the most useful feature in determining whether to see a property. This highlights the value of using a professional photographer to showcase your house at its best.

BUYING YOUR HOME

OUR SERVICE PLEDGE

The CENTURY 21 Scheetz team will dedicate itself to finding the perfect home for you. From your budget to your family's specific needs, no detail will go unattended. We will walk you through the entire process, from making an offer and negotiating the terms, to closing and handing you the key.

Our experienced agents take the legwork out of purchasing a home, so you can focus on what really matters – finding your dream home. We'll work closely with you to understand what you need in your new home to help narrow down your options and find the perfect match. We'll also help you craft an offer to help you stand out in this market. At every step in the process, whether helping you navigate open houses or assisting with financing options, we've been there and are here to help you.



BUY WITH CONFIDENCE

WE HELP WITH:



UNDERSTANDING YOUR NEEDS AND EDUCATE YOU ON THE REAL ESTATE MARKET.



ASSURING SEAMLESS COMMUNICATION THROUGHOUT THE ENTIRE REAL ESTATE EXPERIENCE.



GUIDING AND ADVISING YOU THROUGH THE SEARCH, PURCHASE AND CLOSING PROCESS.



RECOMMENDING NEW HOME CONSTRUCTION. KEEP IN MIND THAT NEWLY BUILT HOMES CAN BE A GREAT OPTION.



RECOMMENDING TRUSTED SERVICE PROVIDERS RELATED TO THE REAL ESTATE TRANSACTION.



WORKING WITH YOU TO WRITE THE OFFER WITH TERMS THAT ARE GOOD FOR YOU AND ATTRACTIVE TO THE SELLER.

THE HOME BUYING PROCESS



WHY PARTNER?

REAL ESTATE IN THE DIGITAL AGE

CENTURY 21 Scheetz is Indiana's leading real estate company, comprised of a group of nearly 400 talented agents in 9 different locations. Our offices, led by our Founder Mick Scheetz and CEO Tracy Hutton, are run by real estate experts with unrivaled experience and market knowledge in Indiana. Our platform is customer-centric and offers unique local expertise to serve our clients.

We have the finest sales professionals and talented staff to provide our clients with fearless representation in every real estate transaction, while placing their interests at the forefront. At CENTURY 21 Scheetz, our agents conduct business and represent clients in a professional and ethical manner; they have a firm grasp and understanding of the real estate industry to be able to firmly defend our clients in all aspects of the negotiation in order to help our clients achieve their dreams of homeownership. From residential real estate, land, and commercial properties to relocation services, property management, and financing, you will be receiving the whole package. Serving your family's real estate needs is our priority!



REGIONAL & NATIONAL RANKING | MATCHLESS MARKET RESULTS

Since 1976, our agents have been boosting the company's presence to give back to the community in which they serve. CENTURY 21 Scheetz is currently a Top 10 respected leader in the CENTURY 21® System, the National Relocation community, and within the State of Indiana. We are proud to be the number one CENTURY 21® Company in the Indiana and Ohio region, and a top 10 Company in the National CENTURY 21® System.

We are humbled to be the #1 recognized real estate professionals in the industry.* In addition to our strong brand identity, other aspects of our #BestInClassMarketing include how CENTURY 21® sets the standard for the extraordinary experience that consumers should demand from a real estate transaction. Coming to life across print, digital, audio, and TV, this cross-platform program is reaching home-buying consumers wherever they are consuming content.

*2024 Kantar, a leading global market research organization

CENTURY 21[®] Scheetz FOUNDATION

GOLDEN HEARTED AGENTS

The CENTURY 21 Scheetz Foundation is a non-profit, committed to supporting and helping local charities, families, and individuals with immediate needs and emergency relief. At CENTURY 21 Scheetz, we love and support our community to make it a better place to call home, for everyone.

CENTURY 21[®] Scheetz

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RELOCATION: CORPORATE, NFCU & C21 MILITARY REWARDS | SERVING OUR MILITARY CORPORATE TRANSFEREE'S AND THEIR FAMILIES

As an award-winning industry leader, Scheetz Relocation Services provides the highest quality relocation program available on the market. We couldn't be more honored to be among a small, preferred group of top real estate brokers across the country, selected to serve military members and their families within the CENTURY 21 Military Rewards and Navy Federal Credit Union. This affinity group allows you to take full advantage of your military benefits via its RealtyPlus program.

Providing specialized and personalized service to our clients is our ultimate pride, and navigating Corporate Relocation Benefits is our specialty! We are honored to be aligned with Cartus, BGRS, Lexicon, Aires, SIRVA, Cornerstone, NEI Global, Weichert, Altair, and more!

CENTURY 21[®] Scheetz
**MILITARY
REWARDS**

**NAVY
FEDERAL**
RealtyPlus

Select Broker

Equal housing opportunity. Please disregard if your home is already listed.
Each office is independently owned and operated.