



a guide for HOME SELLING

Sellers · Prince George's County, Maryland

My PG County
REAL ESTATE

thank you

Thank you for the opportunity to present our services. With unparalleled local expertise across Prince George's County and an array of marketing resources designed to make your home stand out, My PG County gives sellers a real competitive advantage.

You'll benefit from sophisticated marketing programs that create more visibility for your home, plus a process built around clear communication and zero surprises — from list price to closing day.

We're excited about the opportunity to work with you and thank you again for your consideration.

see what's *inside*

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CHAPTER ONE

every home has *a story*

Leveraging deep local expertise across Prince George's County and a marketing approach built for today's buyer, My PG County tells the story of your home like no one else can. Every property is unique — your buyers, your timeline, the features that make your home worth remembering. Our job is to translate all of that into a listing that stops the scroll and brings the right buyer to your door.

why sellers choose *My PG County*

We are PG County specialists. Not generalists who occasionally sell here — specialists who live, work, and close deals here every week.

100%

PG County focus

\$50K+

in buyer aid we help your buyers
access

21 days

average DOM for well-prepped
homes



a marketing-first *approach*

Selling a home today involves marketing and technology at every turn. From professional photography and pre-market exposure to syndicated listings and targeted social campaigns, we use a complete toolkit to make sure your home is seen by every qualified buyer in the market — and many who weren't even looking yet.

tools that move your listing

PRE-MARKET EXPOSURE

Before your home hits the MLS, we share it with our network of PG County agents and buyer leads to gauge interest and start building demand on day one.

INSTANT SCHEDULING

Buyers can request a showing directly from your listing page. Every lead is captured, every showing is confirmed quickly — no missed weekends.

CUSTOM LISTING PAGE

Your home gets its own page on mypgcounty.com with full-resolution photography, neighborhood context, and a clear call to action.

EMAIL & SOCIAL CAMPAIGNS

Designed templates push your listing to our subscriber base, social channels, and targeted ad audiences across Facebook, Instagram, and Google.



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CHAPTER THREE

exposure is *everything*

This has been our mantra since day one. The home that sells for the highest price isn't always the nicest one — it's the one the most qualified buyers actually see. We've turned exposure into both a science and an art.

marketing game plan

We showcase your home to the largest possible audience of qualified buyers through programs built around exposure — from a network of top local agents to sophisticated digital marketing.

RESOURCES WE PROVIDE TO CREATE VISIBILITY:

- mypgcounty.com listing page
- Zillow.com
- Realtor.com
- Redfin.com
- Multiple Listing Service (Bright MLS)
- Professional photography & video
- Drone & twilight photography (as needed)
- Yard signage with QR code
- Custom property brochure
- Just-listed direct mail postcards
- Facebook & Instagram campaigns
- Google Search & Display ads
- Email blasts to buyer database
- Open houses (broker + public)
- Pre-market agent network exposure
- New ideas every day

how we present your home

PHOTOGRAPHY

Professional, wide-angle, properly lit photography is the single biggest factor in how many buyers click your listing. Every home gets a full package optimized for both print and web.

DIGITAL ADS

Targeted ads put your home in front of prospective buyers on hundreds of websites and social platforms they already use every day.

SOCIAL MEDIA

We use the full power of Facebook and Instagram to push your home to local buyers and out-of-area transferees relocating to the DMV.

BROCHURES

Professionally produced brochures highlight the key features and amenities of your home, giving buyers a tangible reminder of the lifestyle it offers.

QR CODES

Yard signs and printed materials carry a unique QR code that takes buyers straight to your listing page — no typing, no friction.

DIRECT MAIL

From 'just listed' postcards to neighborhood mailers, print still works in PG County — especially for connecting with neighbors who know the right buyer.



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CHAPTER FOUR

local knowledge, *wider reach*

Real estate is a local business. Every home deserves the care of someone who actually knows the neighborhood — the schools, the commute patterns, the comps, the quirks. But not every buyer for your home is local. With the DMV's constant flow of federal and private-sector transferees, we market beyond PG County borders too — to DC, Northern Virginia, and out-of-state buyers relocating in.



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CHAPTER FIVE

on the *market*

You only get one chance at a first impression. As a seller, making the best one means setting an accurate list price and getting your property in tip-top shape — for both in-person and online showings.

pricing your home

Price is the most important marketing decision you'll make. We pull a complete comparative market analysis (CMA) and walk through it together — no guessing, no inflated numbers to win your business.

FACTORS THAT INFLUENCE YOUR PRICE:

- Recent comparable sales within your neighborhood
- Active listings — your real competition right now
- Seasonal demand and current market conditions
- Location, lot size, and views
- Room count and square footage
- Condition of the property inside and out
- Desirability of unique features (renovations, upgrades, finishes)
- Pending and expired listings — what didn't sell and why

before your home is shown

A few focused weeks of prep before photo day can add real dollars to your sale price. Here's where to put the effort.

DECLUTTER, CLEAN, ORGANIZE

Remove half of what's on every horizontal surface. Buyers need to see the space, not your stuff.

MAINTAIN THE EXTERIOR

Curb appeal is the first photo and the first impression. Trim shrubs, edge the lawn, pressure-wash the walkway.

PAINT WHERE IT COUNTS

Fresh, neutral paint in high-traffic rooms is the single highest-ROI prep investment.

MAKE MINOR REPAIRS

Tighten loose handles, replace burned-out bulbs, fix the running toilet. Small issues read as deferred maintenance.

BRIGHTEN YOUR HOME

Open every blind, swap dim bulbs for higher wattage, clean every window inside and out.

PLAN FOR PETS

Crate, remove, or relocate pets during showings. Bowls and beds go in a closet.

PRE-LISTING INSPECTION (OPTIONAL)

Knowing what an inspector will find — before a buyer's inspector does — lets you decide what to fix and what to disclose.

staging your home

Staging doesn't mean renting furniture. It means presenting the home you already have in the most flattering light possible.

- Rearrange furniture to maximize flow and emphasize room size.
- Pull large pieces a few inches off the walls — it makes rooms feel bigger, not smaller.
- Minimize personal items like family photos so buyers focus on the space and can envision themselves living in the home.
- Add fresh flowers, plants, or potted greenery to outdoor spaces to boost curb appeal.
- Set the dining table for two — it gives the photo a sense of life.
- On showing days: open every door, turn on every light, soft music if any.

contract to close

Our emphasis on communication, organization, and follow-through means deadlines get met, documents get distributed, and every item is in place for a smooth, efficient closing.

WE WILL GUIDE YOU THROUGH:

- Reviewing every offer (price, financing, contingencies, timeline)
- Negotiating counters to maximize your bottom line
- Distributing the executed contract to title, lender, and inspector
- Coordinating the buyer's home inspection
- Negotiating any inspection-related repairs or credits
- Coordinating the appraisal and supporting value with comps
- Tracking every contingency deadline
- Coordinating the final walk-through
- Coordinating closing with the title company
- Helping you plan your move — and your next home if needed



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CHAPTER SIX

rooted in this *community*

Real estate is about so much more than buying and selling homes. It's about bringing people together and strengthening the neighborhoods we call home. My PG County is built around Prince George's County — its history, its people, and the small businesses and community organizations that make it the best place in the DMV to put down roots.



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Ready to list with confidence?

Schedule a no-pressure listing consultation. We'll review your home, share current comparable sales, and outline the marketing plan we'd run to bring you the right buyer — together.

QUAN CAMPBELL · REALTOR®

My PG County

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