

# Realty ONE Group: Edge

## Branding Guide

**Color Palette**

024F94    5C91D6    FFFFFFFF    D3C7B1    C28F48

**Buzzwords**

Southern    Calm

Local    **Trust**    **Community**

**Dependable**    Honest    Peace

Color Palette:  
#024F94 - Deep Blue  
#5C91D6 - Light Blue  
#FFFFFF - White  
#D3C7B1 - Tan  
#C28F48 - Deep Tan

*Font*  
Header 1 (H1): *Dancing Script*  
Header 2 (H2): EB Garamond  
Body: Montserrat

# Fonts

Decorative Font/Header:

*Dancing Script*

*Because it is bold, yet artistic.  
Great for announcements.*

*Just Sold!*

Sub-header:

EB Garamond

A well-rounded option that looks great as a header, while also functioning well as a subheader for taglines and extra details.

**It suites Georgia residents' preference for upscale and classy with old world charm.**

Body:

Montserrat

A font that is clean, simple, and easy to read.

## Copywriting Samples

**Find someone you can rely on to help you navigate the Atlanta Real Estate market**

I serve my community because I understand the importance of homeownership, and believe everyone deserves their dream home.

**Find your dream home today!**

Whether you're looking for a cottage in the country, or a condo in the city, I can find you a place to call home.



# Social Media Content

## ***Factors that Affect Property Value***

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If you are a homeowner in Georgia, knowing your home's current value and what affects it is incredibly important.



Your home value is 100% based on what buyers think of it - not you.

Everyone's priorities are different, and this can affect whether your home will sell - and for how much.

### **Factors that can affect the value of your home:**

- Price of other houses
- Location
- Home size
- Age and condition
- State of the economy

*Want to know your property value?*

*Send me a message!*



## DIY Ways to Improve Property Value

Here are some of the DIY home improvement projects that will increase home value in Georgia.

🏠 **Painting:** Paint your home's exterior walls to give it a fresh new look and feel! This is an inexpensive project that can make a world of difference.

🏠 **Landscaping:** Your landscaping should be well-manicured and compliment the color scheme of your home.

🏠 **Solar panels:** These are becoming more popular as homeowners look to become more environmentally sustainable.

🏠  
- **Landscape lighting:** Create a soft, welcoming feel to your home by installing landscape lighting on the exterior of your home and front yard!

🏠 **Kitchen and Bathroom Upgrades:** Add a new modern look with updated kitchen cabinets, countertops, flooring, or paint in your home's bathrooms!

🏠 **Replace old windows:** Improve the efficiency of your home by replacing all outdated windows and doors with energy-efficient ones.

*The bottom line is, upgrading your home doesn't have to be pricey or complex.*

*If you have any questions about home improvements, send me a message!*

# HOW EQUITY WORKS

## What Is Home Equity?

*Home equity is the value of your home, minus what you owe on it.*

Key Tip to Know: When your equity increases, your net worth goes up - making your home an asset.

## How Does Home Equity Work?

Think of equity as the money you have in your home. Since equity is calculated by subtracting any outstanding mortgage debt from the current market value, any remaining equity in your home is money in your pocket when you sell.



*If you have questions, leave them in the comments or send me a message!*

# Do you know how to unlock the equity in your home?

Here are the three steps to unlock your home equity:

## 1. Get Your Free Credit Score:

There are multiple credit score providers, and any will do when it comes to understanding where your credit stands.

## 2. Use Home Equity Loans, Lines of Credit, or Cash-out Refinancing:

Home equity loans and lines of credit are two options to draw cash out of your home. Once you're approved, the money may be available within days.

## 3. Save, Invest & Pay Off Debt:

When used wisely, your home equity is an important financial tool that can help make your future brighter.

You may need a good credit score for this option, but because there is no risk of losing your home, you may be able to refinance with a lower interest rate than with other types of loans or lines of credit.



*If you have questions about any of these steps, feel free to contact me!*

## What are HELOCs?

The acronym for Home Equity Lines of Credit (HELOC) refers to a form of financing that allows you to borrow money against the equity in your home.



## The Facts

A HELOC doesn't require monthly payments with fixed interest rates. Instead, you can receive revolving credit lines for as long as 15 or 30 years.

HELOCs usually have variable interest rates and can be paid off gradually, without the fees of a traditional mortgage.

HELOCs offer more flexibility over other forms of home equity financing.

The biggest disadvantage of having a HELOC is that it typically has a higher interest rate than what you would get with other forms of home equity financing.



But, because they do not require regular payments with interest, a HELOC can help you manage cash flow issues when times are tight.

*Send me a message if you'd like to discuss more about if a Home Equity Line of Credit is right for you.*

## *Get prequalified for your dream home today*

Buying a home may be the biggest investment you'll ever make, but it doesn't have to be difficult or stressful.

There are many options for loan programs available - including loans for veterans, first-time homebuyers, and those with low credit scores. Most of these loans offer the lowest interest rates we've seen in years!

With mortgage rates currently at or near all-time lows, you can save hundreds in interest payments compared to rates from just a few years earlier.

The home buying process can be lengthy, but pre-approvals can speed up the house hunting process.

You'll want to get pre-approved for a loan as soon as possible so when you see your dream home, banks and lenders aren't wasting crucial time that should be spent writing an offer.

*If you have questions about getting pre-approved for a mortgage, send me a message!*





# Here are 3 things First-Time Homebuyers should know about owning a home:

## 1 Initial costs are just the beginning

We don't always think about all the costs that go along with home ownership, but they add up fast. In addition to the cost of furniture and decorating when moving in, you'll also want to be prepared for long term expenses like maintenance, repairs, and redesigning your home in the future.

## 3 Explore different areas

The North Georgia area offers a variety of attractions, landscapes, and new things to discover. You may have an area in mind to buy your home, but another side of town may actually meet your needs and priorities better than you think.

## 2 Prepare for emergencies

Homeowner's insurance is essential to cover unexpected emergencies in your home.

An emergency can be any event that is unexpected, cannot wait, and could have a negative impact on you, your home, or your family such as a burst pipe.

Need a Realtor who can help you find your first (or next) house? Send me a message!

# Home Maintenance

It's no secret that good home maintenance is important to keep your home in good condition.

But, there are so many factors that go into the upkeep of a home past what the average homeowner should include in their routine.

Here are some tips for maintaining your home:

- Inspect and clean gutters regularly.
- Check roof shingles for wear every year or two, as needed.
- If you have a chimney, get it inspected by a professional annually.
- Trim trees and remove dead branches that could fall on power lines.



# Interior Design Hacks

Have you ever wondered how to make your house feel more like *Home*?



Here are some ways to make a space feel like it's all yours:

1) Use basic principles of color theory to create a home that is visually appealing and matches the mood you want to achieve in a particular room. You could use colors like blue or green to evoke a sense of tranquility in your sitting room. A relaxing bedroom should be decorated with colors like blue, purple, or gray. On the other hand, a bedroom that is used for getting things done should have colored lighting such as reds or pinks.

2) Add plants and flowers. Plants and flowers add life, color, and freshness to any room in your house.

3) Get rid of clutter. Clutter can be overwhelming, so get rid of anything that doesn't serve a purpose or has sentimental value to declutter your space!

4) Get creative with your storage! Save space by utilizing wall storage like hooks to hold coats and bags. Shelving can be a great way to keep books, photos, and other knick-knacks out of the way.

**What are some DIY tricks you've used to spruce up your home? Let me know in the comments!**



## *Factors that Cause Prices to Appreciate*

### *Thinking of selling your home?*

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#### **3 main reasons why prices increase over time:**

- 1) **Limited supply** - There are limited homes on the market for sale;
- 2) **Increased demand** - More people want homes than there are available;
- 3) **Inflation** - When prices across the country raise over time, so do property values.

*Send me a message to learn more!*

# How to Stop your Home from Depreciating in Value

*Do you want to know how to stop your home from depreciating in value?*

The best way to do this is by making sure that the property is well maintained.

Adding a fresh coat of paint or replacing old fixtures can make your property looking great for years to come!

Consider adding features like a new patio, which will increase the curb appeal.

If you're thinking about selling soon, make sure to get a Competitive Market Analysis before listing so you know what your home is worth!



If you'd like to learn more about how much your home is worth, shoot me a message!



## *What Makes Home Prices Fall*

### **Home prices are still rising, but there are many reasons why they can fall.**

The housing market is a complex system with many factors that affect the price of homes. Some include:

- 🏠 The number of jobs available in an area will have a direct effect on how much people earn, which affects their ability to afford homes.
- 🏠 A high unemployment rate means fewer people earning money which leads to fewer people being able to buy houses which cause lower home prices.
- 🏠 If a large number of residents sell their homes at a heavily reduced rate, this can drive down property values throughout the entire community.

*This list goes on! But don't worry, we'll get through it together!*