hey there,

THINKING OF SELLING?

I'm Allison Deal, Realtor® with Pemberton Real Estate — and I help Twin Cities homeowners sell with confidence and clarity. Selling your home is a big decision, and the right strategy makes all the difference.

This guide introduces you to how I work, what matters most when selling, and what we'll accomplish together when we meet. By the time we sit down, you'll already know how I'll protect your equity and position your home to stand out.

Let's make your move a great one — together!

Allison



MEET YOUR ADVOCATE

Hi, I'm Allison Deal



I'm a Realtor® with Pemberton Real Estate, and I built my business on one belief: an educated client makes confident decisions. I go deep on market data, pricing strategy, and negotiation — so you never have to wonder what's happening or why.

- Pemberton Real Estate — top 1% of Minnesota brokerages by sales volume
- Over $1 billion in Twin Cities home sales every year
- 5.0-star rated by verified clients on RateMyAgent

A little personal: I'm a mom and a dog lover. I treat your home and your equity the way I'd want someone to treat mine: with honesty, hustle, and heart.

"I make deals happen — guided, grounded, and always moving up."

Allison Deal · Realtor | Deal Homes Team | Pemberton Real Estate · 763.257.3436 · allisondeal@dealhomesteam.com
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ABOUT MY BROKERAGE

The Brokerage Behind Your Sale



Pemberton Real Estate sells over a billion dollars in real estate across the Twin Cities every single year — and we're just getting started. We're built around three obsessions: marketing that makes your listing impossible to ignore, technology that keeps us ahead of the market, and education — because a seller who understands the market makes confident decisions.

We study market trends relentlessly — and we pivot fast. When the market shifts, we shift with it, constantly finding better ways to protect your equity and position your home.

Integrity

Honest guidance and transparent communication at every step.

Innovation

Cutting-edge tools and creative strategies that set us apart.

Excellence

Exceptional service and results that exceed expectations.

Our Mission

To empower our clients through education, guide them with integrity, and deliver exceptional results.

WHAT SELLERS SAY

Don’t Just Take My Word for It

★★★★★ 5.0 stars from 29 verified reviews on RateMyAgent

★★★★★

Allison Deal is the "DEAL"

“With interest rates quite high and the market tight, she was able to take my home to market and have multiple offers in just one showing.”

— Kevin Klemz, verified seller

★★★★★

Great! The best!

“Allison knew how to price my property correctly. Her expertise in the Maple Grove area was invaluable. She was always available and on top of what was happening with the sale.”

— Teresa, verified seller

★★★★★

Allison and her team were WONDERFUL!

“Allison was very knowledgeable, staged our home beautifully, and was very confident she would sell our home in a short amount of time for the best price possible.”

— Eleni Levitan, verified seller

★★★★★

Thanks to Allison for all her hard work

“Allison worked very hard to sell my property. She was great at communicating remarks from prospective buyers.”

— Judy Gibson, verified seller

SELL SMARTER

Pricing: Where Homes Are Won or Lost

Price too high and buyers scroll past; price it right and they compete. Pricing isn't a guess — it's a strategy built on real market data. Here's how we'll approach it together.

- **Comparative Market Analysis**
  I'll analyze recently sold homes like yours — plus current competition and pending sales — to pinpoint where your home fits in today's market.
- **What Buyers See**
  We'll look at your home through a buyer's eyes: the search filters, the price bands, and the first impression your listing makes online.
- **Pricing Psychology**
  Strategic pricing — like positioning just below key search thresholds — can dramatically expand your buyer pool and drive competition.
- **Days on Market Matter**
  The first 2–3 weeks set the tone. Homes priced right from day one consistently net more than homes that chase the market down.
- **Your Goals Drive Strategy**
  Top dollar? Fast timeline? Minimum hassle? Your priorities shape the pricing plan — there's no one-size-fits-all.

At our meeting, we'll talk through the pricing approach — then I'll complete additional research and come back to you with a clear price recommendation.

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KNOW YOUR NUMBERS

Your Net Sheet, Explained

The most important question in selling: what will you actually walk away with? A seller net sheet lays it all out — here's what goes into it.

\+ **Estimated Sale Price**
What your home is expected to sell for

– **Mortgage Payoff**
Remaining loan balance(s) at closing

– **Real Estate Commissions**
Listing + buyer broker compensation

– **Closing Costs**
Title, escrow, transfer taxes & fees

– **Prorations & Adjustments**
Taxes and HOA split at closing

= **Estimated Net Proceeds**
What lands in your pocket

I'll prepare a personalized net sheet for your home before we meet — so we can walk through your real numbers together, line by line.

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WHAT TO EXPECT

Your Selling Timeline

Every sale is unique, but most follow the same rhythm. Here's the road ahead — we'll map your personal timeline at our meeting.

1 **Our Strategy Meeting** — Day 1

We align on goals, pricing, and timeline. You interview me — I earn the job.

2 **Prep & Staging** — 1–2 weeks

Declutter, deep clean, and stage to shine. Small touches, big first impressions.

3 **Photos & Launch** — Week 2–3

Professional photography, compelling listing copy, and launch across every major platform.

4 **Showings & Offers** — Weeks 3–5

Buyers tour; offers come in. I provide clear offer summaries so each one is easy to evaluate.

5 **Under Contract** — Week 5–6

You accept the right offer. Inspections and appraisal move forward.

6 **Closing Prep** — Weeks 6–8

Title work, final numbers, and documents — reviewed together before signing day.

7 **Closing Day** — Week 8+

Sign, hand over the keys, and celebrate. Funds typically arrive within days.

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BEFORE WE MEET

What Matters Most to You?

There's no homework — just come as you are. But if any of these have been on your mind, we'll hit the ground running at our meeting.

What's your ideal timeline?

Is there a date driving your move — a new job, a school year, a dream home waiting?

What concerns you most about selling?

Pricing? Timing? Showings while you still live there? Nothing is off the table.

What does success look like?

Top dollar, fastest sale, fewest hassles — or some balance of all three?

What's your home's story?

The upgrades you've made, the neighbors you love, the mornings on the deck — it all helps me tell its story.

Have you sold before?

If so, what went well — and what would you do differently this time?

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STAND OUT

How I'll Market Your Home

Beautiful homes still need to be seen to be sold. My marketing plan puts your home in front of the most buyers — and makes them feel something when they find it.



- **Professional Photography & Media**
  High-end photos and video that make buyers stop scrolling.
- **Professional Stager Visit**
  A stager comes to your home with tailored advice on what to highlight, edit, and refresh.
- **3D Tours — When They're Right**
  Available when your home is truly ready for it — I'll be honest about what shows best.
- **Measurements & 2D Floor Plan**
  Professional measurements and a clean floor plan buyers can study.
- **Compelling Listing Story**
  Copy that sells the lifestyle, not just the specs.
- **Maximum Online Exposure**
  Zillow, Realtor.com, every major portal, plus targeted social campaigns.
- **Pemberton Marketing Engine**
  A billion-dollar brokerage's audience, agent network, and coming-soon channels.
- **Showings That Convert**
  Strategic scheduling and open houses — every showing prepared like it's the one.

Let's talk!

WHAT HAPPENS AT OUR MEETING

When we sit down together, the meeting is all about you. I want to hear your concerns, understand your timeline, and learn what's most important to you. Then we'll dig into the numbers that matter:

- Pricing — we'll discuss the approach; my full recommendation follows additional research
- Your net sheet — your real numbers, line by line
- Your timeline — mapped around your life, not mine

You'll leave knowing exactly what to expect — no pressure, no guesswork. I can't wait to meet you.



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