



LISTING PRESENTATION

412 E Wisteria Square

Savannah, GA 31401

Prepared for The Ashford family

November 3, 2026



Theodore Whitlock

REALTOR®



About me



Theodore Whitlock

REALTOR®

I help Savannah families sell historic homes with the care they deserve. I know the preservation rules, the architecture and the buyers who love both.

Years in real estate

18

Homes sold

240+

Sales volume

\$310M

My brokerage

Live Oak & Ledger Realty

A boutique brokerage focused on Savannah's historic districts, with a network of agents who sell historic homes every week.

12 Bull Street, Savannah, GA

Office: (912) 555-0104



The home



412 E Wisteria Square

BEDS

4

BATHS

3.5

SQ FT

3,100

LOT

0.12 ac

YEAR BUILT

1892

HIGHLIGHTS

- Fully restored 1890s Italianate
- Original heart pine floors and 12-foot ceilings
- Chef's kitchen with marble counters
- Private courtyard garden

Market snapshot • Historic Savannah

Median sale price

\$735K

Avg. days on market

63

Active listings

410

Months of inventory

4.1

Sale-to-list price

97.8%

Source: Sample data (example only)



Comparable sales

ADDRESS	BEDS / BATHS	SQ FT	SOLD PRICE	\$ / SQ FT	DAYS ON MARKET	SOLD
27 W Harbor Lamp Ln	4 / 3	2,950	\$1,320,000	\$447	21	Sep 2026
118 E Magnolia Row	4 / 3.5	3,240	\$1,410,000	\$435	34	Aug 2026
9 Oglethorpe Court	3 / 3	2,700	\$1,165,000	\$431	45	Jul 2026
305 Gaston Terrace	5 / 4	3,600	\$1,540,000	\$428	28	Jun 2026

Source: Sample data (example only)

Pricing strategy

RECOMMENDED LIST PRICE

\$1,385,000

SUGGESTED PRICE RANGE



WHY THIS PRICE

- Restored homes nearby sold for \$425–\$450 per sq ft
- Condition and courtyard put it at the top of the range
- Low inventory of restored Italianates this fall

Estimated net proceeds

Sale price	\$1,385,000
Listing brokerage compensation (negotiable) · 3%	– \$41,550
Buyer broker compensation, if offered (negotiable) · 2.5%	– \$34,625
Estimated closing costs · 1.5%	– \$20,775
Mortgage payoff	– \$412,000
Other costs	– \$6,500

Estimate only. Final figures depend on the accepted contract, your payoff statement and the closing statement.

Estimated net to you

\$869,550

Marketing plan



Professional photos and video

Bright, wide photos, a video tour and a launch reel.



Coming-soon buzz

Teasers to build interest before the first showing.



Daily social media

Posts and reels on Instagram, Facebook, TikTok and YouTube Shorts.



Open houses

A launch weekend open house, promoted ahead of time.



Agent network and email

Direct outreach to local agents and my buyer list.

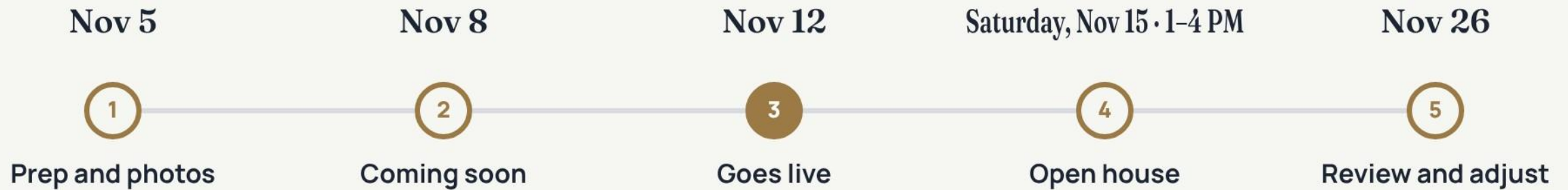


Online exposure

MLS syndication to the major home search sites.



Launch timeline



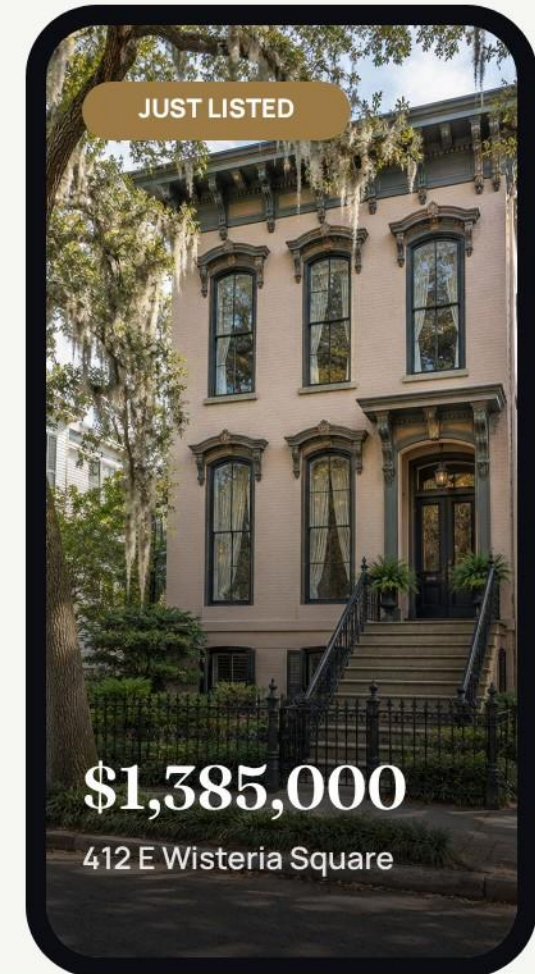
Photography and video

- Professional HDR photos
- Video walkthrough and a vertical launch reel
- Twilight and detail shots where they help
- Floor plan when available



Social media plan

- A launch reel across Instagram, Facebook, TikTok and YouTube Shorts
- Daily posts during the first two weeks
- Open house countdown and recap posts
- Local reach in the neighborhoods buyers search
- Spanish versions for bilingual buyers



Open houses

OPEN HOUSE

**Saturday, Nov 15 •
1–4 PM**

- Promoted on social media and to local agents
- Sign-in for every visitor, with follow-up
- Feedback shared with you within 24 hours



Online exposure



MLS, syndicated to major home search sites



Brokerage website and listing page



Instagram, Facebook, TikTok and YouTube Shorts



Email to local agents and my buyer list



Targeted local social media reach



Printed flyers and sign rider with QR code



How we'll stay in touch

Every week

A written update: showings, online views and feedback.

Within 24 hours

Showing feedback as soon as agents send it.

Your way

Text for quick updates, email for the weekly report

Offers and negotiation

01

Review every term, not just price

02

Compare your net on each offer

03

Negotiate in your best interest

04

Under contract

05

Inspection and appraisal

06

Closing day



What my clients say

“

Sample quote: Theo explained every step and sold our home in two weeks.

— Sample client

“

Sample quote: The marketing made our house look like a magazine cover.

— Sample client



Seller prep checklist

- ☐ Declutter and depersonalize
- ☐ Deep clean, including windows
- ☐ Touch up paint and small repairs
- ☐ Boost curb appeal
- ☐ Open blinds and brighten lighting
- ☐ Secure valuables and medication
- ☐ Plan for pets during showings
- ☐ Gather HOA, warranty and utility info

Next steps

1

**Sign the listing
agreement**

2

**Prep and photo
day**

3

**Coming-soon
launch**

4

Live on the MLS





Thank you

I'd be honored to help you sell your home.

Theodore Whitlock

REALTOR®

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theo@example.com

Disclosures

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Market figures and price ranges are opinions based on available data. They are not an appraisal or a guarantee of value or sale price.

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[Add any disclosures your state or brokerage requires.]

