

# THE MAXWELL GROUP

## LISTING GUIDE



THE MAXWELL  
GROUP

NAV   
REALTY

A GUIDE FOR HOME SELLERS IN DAYTON, OHIO PRESENTED  
BY THE MAXWELL GROUP WITH NAVX REALTY

[www.maxwellgrouprealty.com](http://www.maxwellgrouprealty.com)

# “OUR ROADMAP TO SELLING YOUR HOME!”



## TABLE OF CONTENTS

|                         |    |
|-------------------------|----|
| MAXWELL GROUP TEAM      | 6  |
| MAXWELL GROUP WITH NAVX | 8  |
| LISTING SUCCESS TEAM    | 10 |
| PRICING STRATEGY        | 12 |
| MARKETING PLAN          | 14 |
| THE SELLING PROCESS     | 16 |
| HOW SHOWINGS WORK       | 18 |
| WHY THE MAXWELL GROUP   | 20 |
| NEXT STEPS              | 22 |





# WELCOME

## TO THE MAXWELL GROUP WITH NAVX REALTY!

We are grateful for the opportunity to serve you in handling your biggest investment. We will make it our mission to maximize your homes return while providing a stress free, seamless process through communication and experience.



# MAXWELL GROUP TEAM

## SPENCER MAXWELL

Selling homes is my passion! I love real estate and am proud to be your Realtor. As a Daytonian, I share your interest in our community and value your experience with me. My mission is to provide every client with an exceptional real estate experience. With a background in customer service, I prioritize your needs and work hard to make your home buying process seamless and enjoyable.

## STEPH MAXWELL

My love for God and helping others is central to my life. At the Maxwell Group, I aim to support you in that passion. Originally from Portsmouth, OH, I fell in love with Dayton after moving here 15 years ago. With over a decade in the service industry and a business degree from Wright State University, I'm confident you'll experience our dedication to excellence at every step. Thank you for choosing us—we're excited to serve you!

## ZACH SHARRITTS

Hi, I'm Zach Sharritts, a proud Dayton native. I graduated from Miamisburg High School and earned my bachelor's degree from the University of Dayton. My passion for this city and its community is strong. My relationships and desire to help others led me to a career in real estate. With extensive local knowledge and a love for people, I'm committed to being the trusted realtor who guides you every step of the way.



# SPENCER



# STEPH



# ZACH



# ABOUT THE MAXWELL GROUP WITH NAVX REALTY

The Maxwell Group with NavX Realty is a team of experienced professionals dedicated to residential real estate sales. Our deep-rooted expertise is complemented by a powerful network of qualified buyers and strong industry relationships. With in-depth market knowledge and a sharp focus on strategic marketing, we are committed to delivering exceptional results and a seamless selling experience for every client.

- Experienced professionals specializing in residential real estate sales.
- A strong network of buyers and industry connections.
- Comprehensive market knowledge and strategic marketing.





# OUR LISTING SUCCESS TEAM

The Maxwell group with NavX Realty is only as good as its network. Meet our listing success team members who help us in successfully selling your home for top dollar!

**Zach and Tawnee Hyre** - Marketing and Social Media managers  
Zach and Tawnee own the Z&T Agency and create our content and push it out to our followers and non followers on social media to gain extra traction on our listings. Having a social media presence is a key to success in the new age of real estate.

**WOW Video and Photo Tours** - WOW Video and Photo tours is a professional photo, video, drone and matterport service that takes the highest quality photos and videos of your home and then passes them along to their best in class editors. Good photos are key in getting foot traffic into your home and WOW does exactly that for us.

A few more of people in our network that assist us in our listings are:

**Gabrielle Dent** - Professional Staging

**Caleb Combs** - Landscape, yard maintenance and junk hauling Worth While Estate Sales

**Bryant Marker** - Maintenance and remodeling

**Hayley Deck** - Professional cleaning service



# WOW

VIDEO TOURS



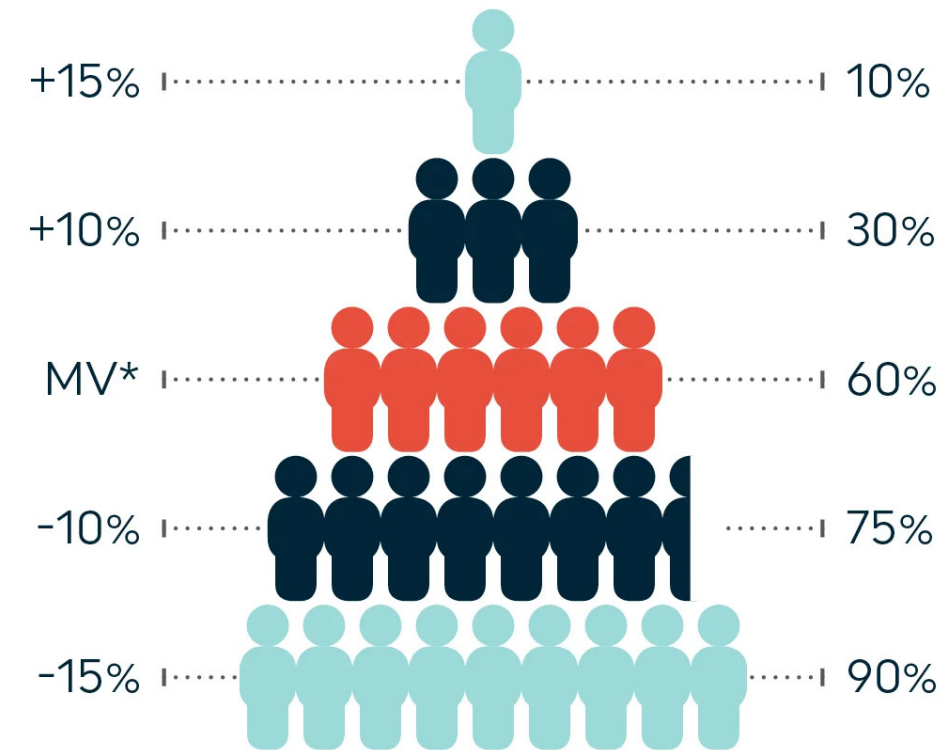
# OUR PRICING STRATEGY

We use a competitive pricing strategy designed to attract multiple offers and create momentum around your listing. Our approach is data-driven, informed by neighborhood trends and recent sales. Through a personalized consultation, we help you determine the best pricing plan to meet your specific goals and market conditions.

- Competitive pricing to attract multiple offers.
- Data-driven approach based on neighborhood trends and recent sales.
- Consultation to determine the best pricing strategy for your goals.

## ASKING PRICE

COMPARED TO  
MARKET VALUE



\*MV = Market Value

% OF  
**BUYERS**

IN THE MARKET



# OUR MARKETING PLAN

Our marketing plan is built to maximize your home's visibility across every channel. We list your property on all major real estate platforms, including Zillow, Realtor.com, and the MLS. To expand reach, we run targeted digital ads, social media promotions, and strategic email campaigns aimed at active buyers and investors. Additionally, we use high-quality print materials—such as brochures and mailers—to connect with the local market and drive interest.

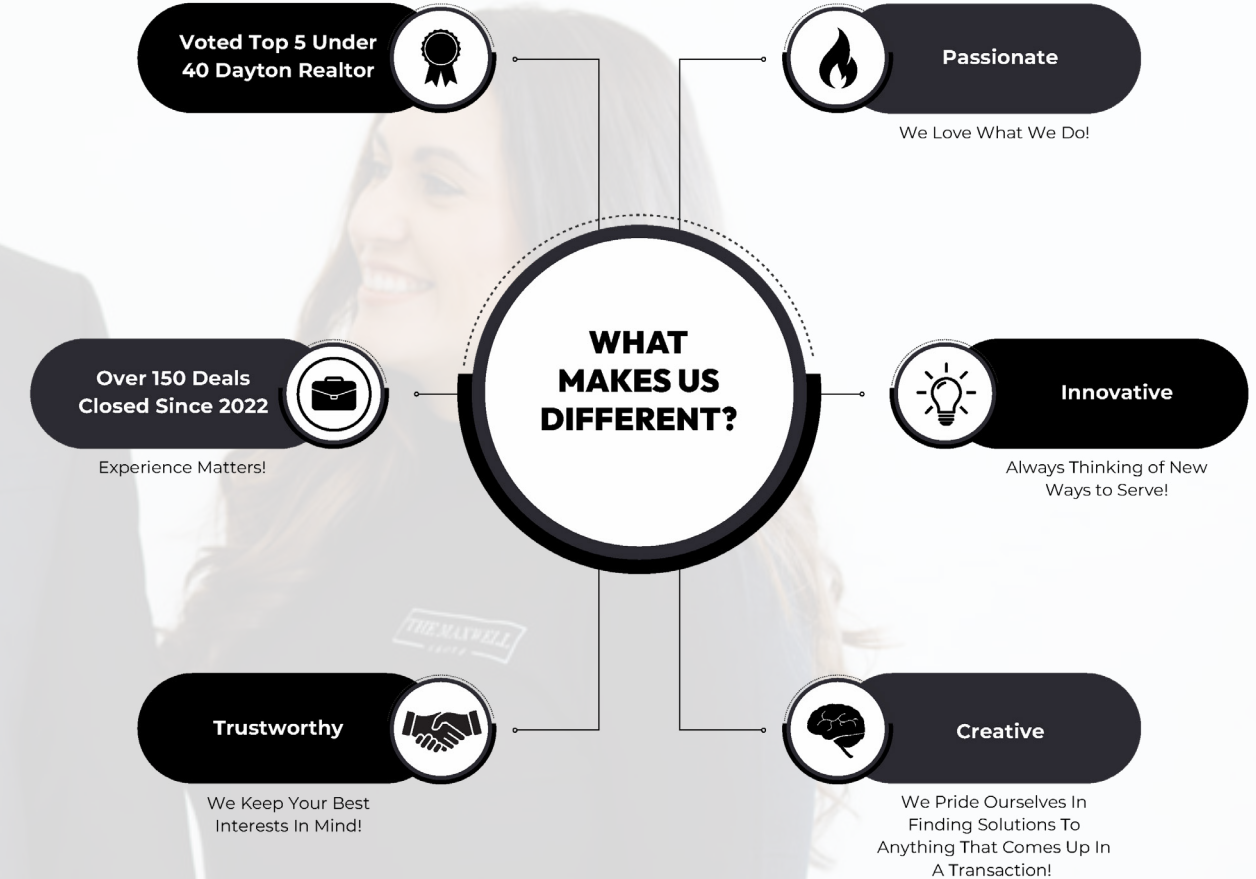
- Listing on all major real estate platforms (Zillow, Realtor.com, MLS, etc.).
- Targeted digital advertising and social media promotions.
- Email marketing campaigns to reach active buyers and investors.
- Print materials including brochures and mailers for local outreach.





# WHY THE MAXWELL GROUP

At the Maxwell Group with NavX Realty we take pride in client relationships and quality customer service. Our goal is to give every client the attention and communication they deserve as our client experience is essential to our brand. With over 175 homes sold in our 4 years of establishment we have seen a lot and overcome a lot. In our minds there is always a solution and will stop at nothing to make sure your home sale is successful. As strong negotiators we find leverage wherever possible to maximize the return on your life's biggest investment. We will make sure you feel confident and supported from start to finish.





# THE SELLING PROCESS

Our process is designed to keep you informed and confident from start to finish. It begins with an initial consultation and listing agreement, followed by home preparation and staging to ensure your property is market-ready. Once professional photos are taken, your listing goes live across key platforms. We manage showings and open houses, guide you through negotiations and offer acceptance, coordinate inspections and appraisals, and oversee the closing process to finalize the sale with clarity and ease.

**Listing Consultation** - we meet with you to give you data and to see if we are a good fit.

**Install Lockbox** - we will run a lockbox to your home for photos and future showings

**Listing Photos** - we will schedule these for you and share them with you when we get them back

**Listing Paperwork** - this will be sent to you via Doltoop and we can review everything together

**Input Property Info** - we will input all the property data and info into the MLS

**Active** - your listing will go on market and we will place the For Sale sign in your yard

**Pending** - we will review offers together and once accepted we will mark pending and be in touch with next steps and all timelines

**Inspections** - buyers will perform inspections and we will negotiate repairs or credits

**Appraisal** - an appraiser will do a valuation on your home

**Closing** - sign the dotted line and collect your funds from the sale





# HOW SHOWINGS WORK

---

All licensed realtors have access to the Showingtime app to be able to schedule a showing for their buyer on your home. When inputting data into the multiple listing service we also need to setup showing instructions which can be totally customized to fit your schedule.

We will add in all owner/occupant phone numbers so you and others can confirm or deny showing requests as they come in. On the other hand if the home will be vacant or you'll be away for the weekend then we can leave it as a "Go and Show" so people can gain access immediately and just send you reminders for when they're confirmed.

Inspectors and appraisers will also use this database to schedule their appointments. So if there is any special requests you have or any logistics we need to be made aware of then we can chat more about that in person at your Maxwell Group listing consultation.





# NEXT STEPS

The next step is to confirm that you would like to work with The Maxwell Group at NavX Realty and we will get the ball rolling by installing a lockbox, scheduling photos and sending you your listing paperwork. Expect a lot of emails from us as we complete each step along the way. We are looking forward to our relationship together with you!

- Schedule a one-on-one consultation.
- Review market analysis and set pricing strategy.
- Prepare your home for listing and go live on the market!

**WE LOOK FORWARD TO PARTNERING WITH YOU TO SUCCESSFULLY SELL YOUR HOME!**







**THE MAXWELL**

GROUP

**NAV**   
REALTY

**Spencer Maxwell | [spencer@maxwellgrouprealty.com](mailto:spencer@maxwellgrouprealty.com)**

**C: (937) 572-5382 : 5600 Kentshire Drive #209, Kettering Ohio, 45440**