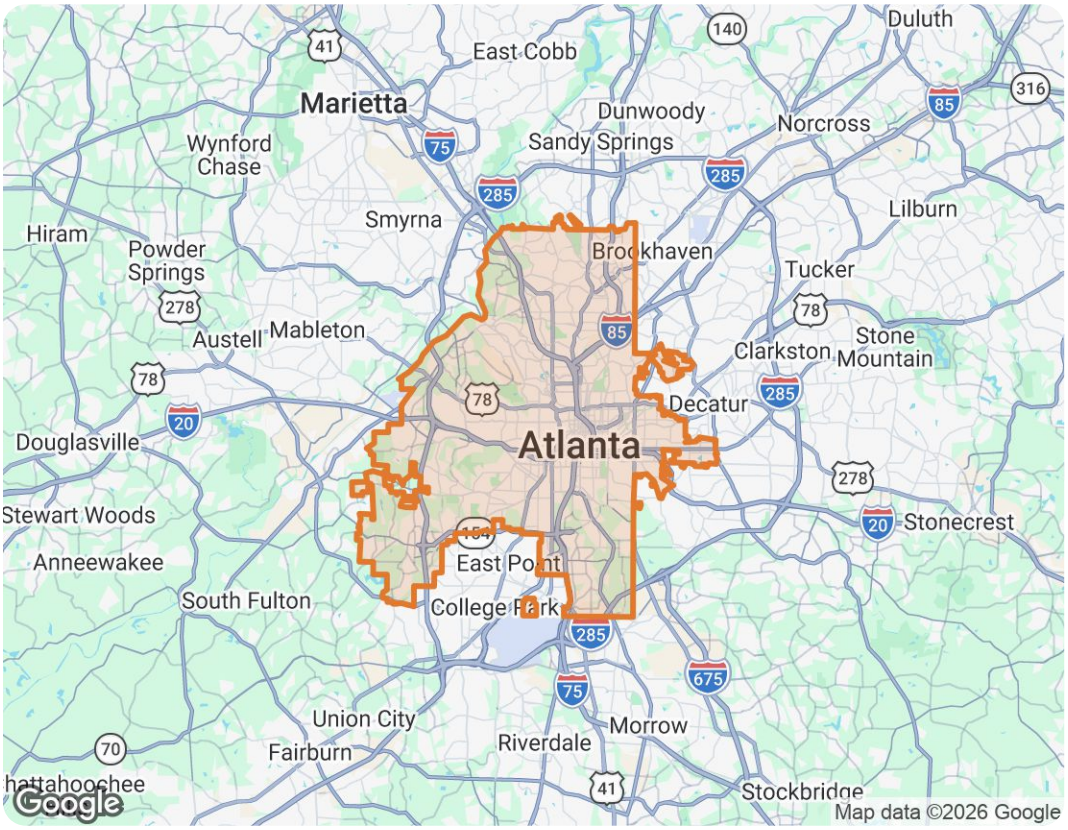
Atlanta, Georgia





Shelby Crews

GRI, ABR®, GRN

Georgia Real Estate License #422142

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home@shelbycrews.com

www.shelbycrews.com

Worth Clark Realty

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WORTH CLARK
REALTY

WHO IS WORTH CLARK REALTY?

We're a true professional real estate brokerage, providing innovative, value-driven services to help people buy, sell, and lease residential properties.





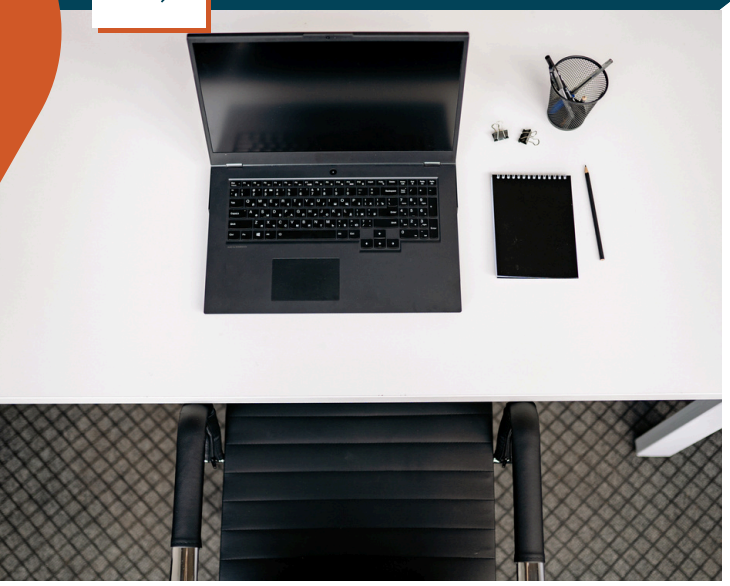
OVERVIEW

At Worth Clark, we're dedicated to guiding you through the journey to homeownership. Our agents are committed to providing personalized assistance, ensuring you have everything you need to find the perfect home that fulfills your dreams.

BUYER REPRESENTATION

Personal MLS Portal • Real-Time MLS Alerts • Showings On-Demand
Happiness Guarantee • Industry References • Connect Home Services
Expert Pricing Analysis • Transaction Guidance • Contract Navigation
Comprehensive Experience • Stress-Free Closing Process

WHAT WE DO



Here's a simplified timeline of our process to help you find and buy your dream home!

Buying a home takes strategy, coordination, persistence, and attention to detail. Our job is to not only do what it takes to find you the best home possible but to help you navigate through the myriad of contract contingencies and requirements necessary to close on your dream home. With the help of our partner, Connect, we even assist you with getting all of your utilities set up! We help make the homebuying process easier and are here to support you through each hurdle.

01 Initial Consultation

02 Pre-Approval for Financing

03 Analysis and Planning

04 Property Search

05 Property Viewings

06 Preparation and Negotiation

07 Due Diligence

08 Final Walkthrough

09 Closing Preparation

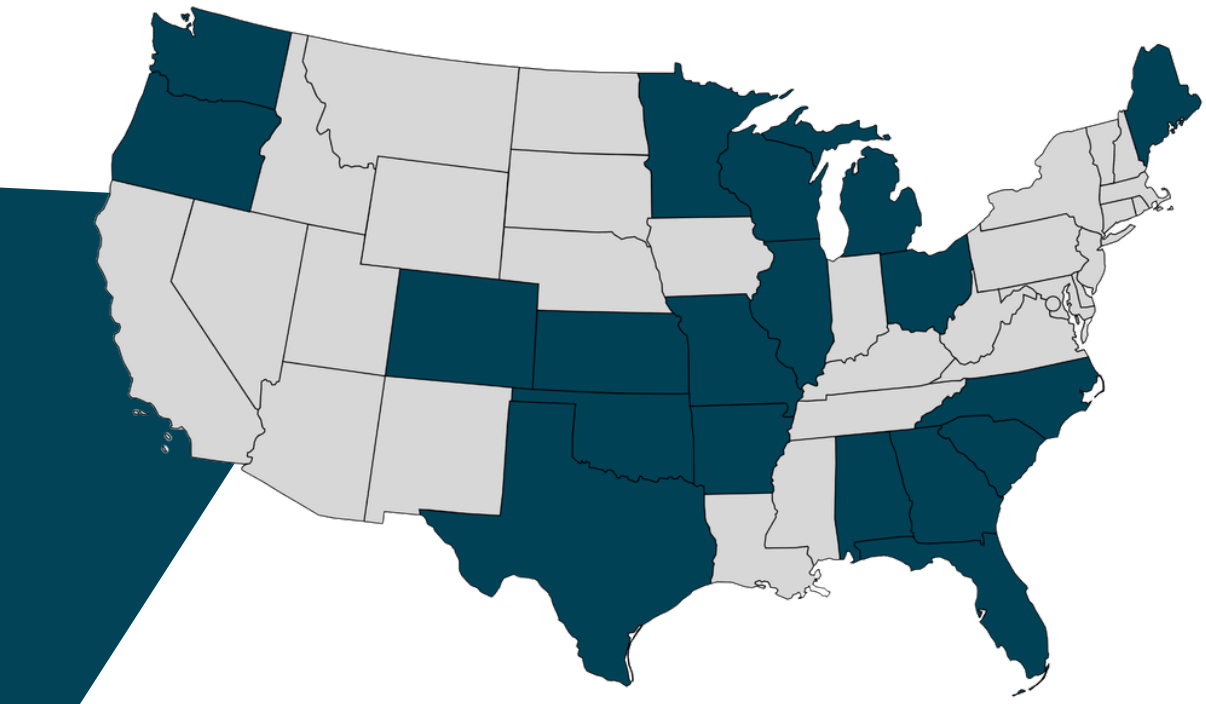
10 Closing Day Assistance

MOVE IN!

HIGHLIGHTS



- $11 billion+ closed sales volume
- 45K+ closed sale transactions
- 1,100+ licensed real estate professionals
- Licensed in 19 states
- Top .05% of all real estate brokerages in U.S.



2026 REALTRENDS VERIFIED BEST BROKERAGES

T3 60 MEGA 1000 2026

INC 5000 WCR 8X WINNER

The WORTH CLARK ADVANTAGE



CUSTOMIZED COMMISSION

Every home, every client, and every situation is unique. Worth Clark agents have the option to offer customized commission structures and a la carte services.

HAPPINESS GUARANTEE

Contracts are necessary, but we don't believe in locking you into one. If you're not happy with our services for any reason, you can cancel. It's our commitment to customer service. There are no strings attached.

OUR COMMITMENT

At Worth Clark Realty, our commitment to helping home buyers on their path to homeownership is unwavering. From personalized guidance tailored to your unique needs to comprehensive support and value-driven services, we ensure that every step of your journey is smooth, successful, and cost-effective.

BUYER NEEDS ASSESSMENT



PERSONAL PREFERENCES

- Desired Location
- Property Type
- Size Requirements
- Style Preferences
- Amenities



ADDITIONAL REQUIREMENTS

- School Districts
- Commute and Transportation
- Future Plans
- Accessibility

BUDGET AND FINANCING

- Maximum Purchase Price
- Financing Options
- Financial Status
- Down Payment

Our goal is to serve as trusted advisors and advocates for our clients, leveraging our expertise, resources, and industry connections to help you achieve your home-buying goals with confidence and peace of mind.

PURCHASING TIMELINE

- When would you like to purchase a home?
- When would you like to move in?

PROPERTY SEARCH



RESOURCES

- Online listing platforms
- Multiple Listing Service (MLS)
- Professional network to identify properties
- Connect (No. 1 home services concierge)

VIEWINGS

- Schedules viewings of several properties
- Meet with you at different properties
- Point out the positives and negatives
- Answer any questions you may have

FINDING THE PERFECT HOME

Consultation	Search Far & Wide	Strategic Viewings	Pricing	Expert Advice	Location
Narrow down your favorite home details	Search many sites to find your dream home	Show you homes that have most or all of your wishes	All properties shown will be in your price range	Give you our expert advice and tips	Only present homes in your desired location

THE CLOSING



1. **Review and Sign Purchase Agreement**

Once you've found a property you want to buy, you'll work with us to draft and negotiate a purchase agreement with the seller. This agreement outlines the terms and conditions of the sale, including the purchase price, any contingencies, and the timeline for closing. Once both parties agree to the terms, you'll sign the purchase agreement.

2. **Earnest Money Deposit**

After signing the purchase agreement, you'll typically be required to provide an earnest money deposit, which is a sum of money that demonstrates your commitment to the purchase. This deposit is held in escrow until closing and is usually applied toward your down payment or closing costs.

3. **Home Inspection**

As the buyer, you'll have the opportunity to hire a home inspector to thoroughly examine the property for any issues or defects. The inspection report will help you identify any potential problems that may need to be addressed before closing or negotiated with the seller.

4. **Final Walkthrough**

Shortly before closing, you'll conduct a final walkthrough of the property to ensure that any agreed-upon repairs have been completed and that the property is in the same condition as when you made the offer.

5. **Closing Meeting**

On the scheduled closing date, you'll attend a closing meeting where you'll sign all of the necessary documents to finalize the purchase. This typically includes the mortgage documents, the deed, and various other legal and financial documents.

After these steps are completed, you'll receive the keys to your new home and MOVE IN!

HOW A BUYER'S AGENT GETS COMPENSATED



1 SELLER PAID COMMISSION

This occurs when the seller sets aside the buyer agent's fee through co-op compensation or a seller concession.

2 SELLER + BUYER PAID COMMISSION

This occurs when the seller sets aside a only portion of the buyer agent's fee, and the buyer pays their agent the remaining fee amount.

3 BUYER PAID COMMISSION

This occurs when the seller has not set aside compensation for a buyer agent's fee, so the buyer pays their agent the full fee.

WORTH CLARK
REALTY



ABOUT WORTH CLARK REALTY

We're a true professional real estate brokerage, providing innovative, value-driven services to help people buy, sell, and lease residential properties.

OUR SERVICES:



SELLER REPRESENTATION

- Thorough Selling Analysis
- Professional Photography
- Customized Commissions
- Happiness Guaranteed
- Extensive Marketing
- Persistent Salesmanship
- Constant Follow-Up
- Buyer Feedback



BUYER REPRESENTATION

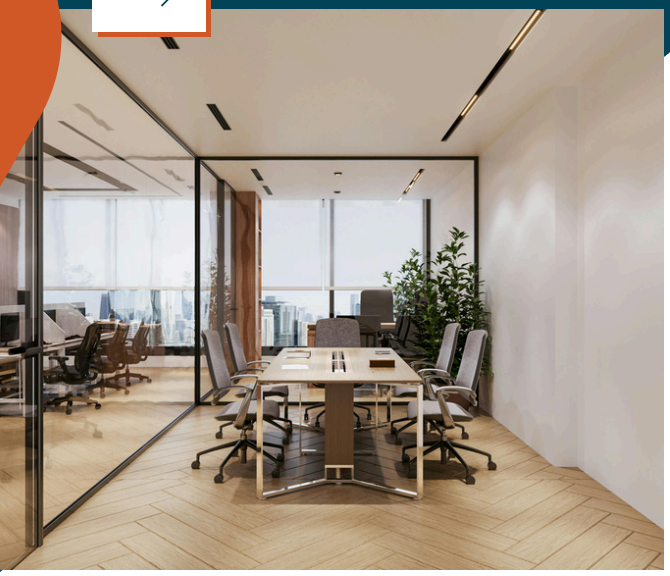
- Real-Time MLS Alerts
- Personal MLS Portal
- Showings On-Demand
- Happiness Guaranteed
- Expert Pricing Analysis
- Transaction Guidance
- Contract Navigation
- Industry References
- Home Services Assistance



LANDLORD & TENANT REPRESENTATION

- Leasing Agreements
- Real-Time MLS Alerts
- Showings On-Demand
- Listing Analysis
- Tenant Screening
- Extensive Marketing

WHAT WE DO



Here's a simplified timeline of events to get your home from listed to sold!

Selling your home takes strategy, coordination, persistence, and attention to detail. Our job is to not only do what it takes to find you the best buyer possible but to help you navigate through the myriad of contract contingencies and requirements necessary to bring the sale to a close.

01 Analysis and Planning

02 Staging and Preparation

03 Marketing Game Plan

04 Open House(s)

05 Home Showings

06 Obtain Feedback

07 Solicit Offers

08 Contract Negotiation

09 Establish Escrow

10 Negotiate Inspections

11 Monitor and Meet Contingencies

12 Seller's Protection Plan

SOLD!

HIGHLIGHTS



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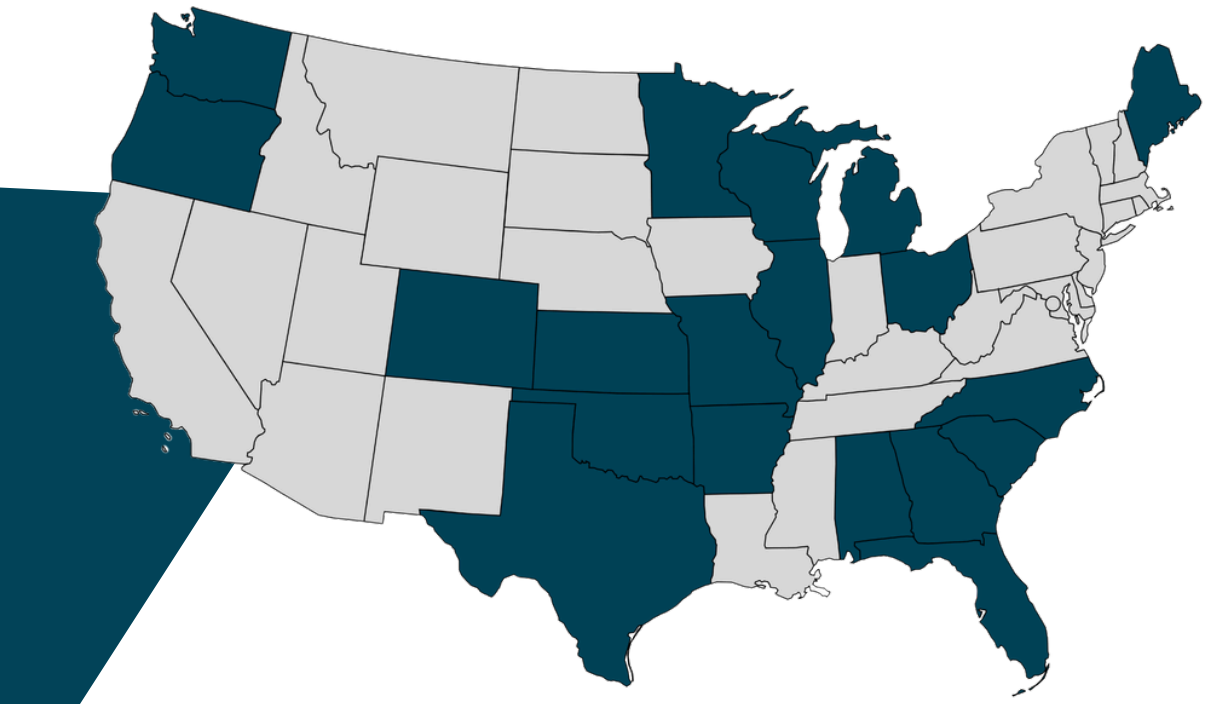

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STRATEGIC SELLING



NETWORKING

Realtor® network, reverse prospecting, social media, and professional connections.

ONLINE

With your home listed on the MLS and thousands of websites, it'll receive the attention it needs for a sale.

SIGNAGE

Professional signage to alert drive-by traffic and potential buyers to your home.

WHAT ELSE

Anything unique about your market that may call for creative strategies.

FEEDBACK -> FOLLOW UP -> SALESMANSHIP

Here's the thing, marketing, for the most part, has become a level playing field among real estate agents. We all have access to the same essential tools and digital platforms. The online world has made marketing easy for agents. What counts is salesmanship.

Buyers will, without a doubt, find your home online. But we'll need to draw them into the house with great photos and a well-written description. Then after each showing, we ask for their feedback, follow up with them, and solicit an offer. We will pursue each qualified buyer. That's what sells homes for top dollar.

FEEDBACK

Asking for feedback on every showing to find likes and dislikes to take action as necessary.

FOLLOW UP

Follow up with everyone that shows interest and help remove roadblocks.

SALESMANSHIP

Use information gathered from feedback and follow up communication to solicit offers from potential buyers.

VARIABLES INVOLVED IN SELLING YOUR HOME



VARIABLES IN OUR CONTROL:

- Staging and Appearance
- Photography
- Online Presence
- Pricing
- Asking for Feedback
- Soliciting Offers

VARIABLES OUT OF OUR CONTROL:

- Buyer's Personal Preferences
- Location
- Surrounding Neighborhood Homes
- Municipal/ Governmental Requirements and Inspections
- Mortgage Interest Rates
- Various Market Conditions
- Buyer's Timelines and Contingencies

CAPITALIZE ON THE VARIABLES IN OUR CONTROL

Staging & Appearance	Photography	Online Presence	Pricing	Feedback	Salesmanship
Make your home show ready.	First impressions are everything.	Your home on hundreds of websites.	The biggest factor in selling your home.	Asking for and evaluating feedback from buyers and agents.	Soliciting offers and overcoming obstacles.

IMPACTS OF PRICING IT RIGHT FROM THE START



Days 3 through 10 often yield the most online views and home showings on a new listing. This is when all the active buyers notice that your home has just been listed. However, after this actively looking group has seen the property, showing activity decreases to only those buyers that are new to the market. So, it's absolutely critical to have your home properly priced and in the best condition possible during your first exposure to the market.



NEEDS ANALYSIS

Is there a specific reason you're selling?

Are there any special requests (no shoes on inside, no showings after 3 pm on Fridays, open house schedule, etc.)?

Is there anyone else that would be involved in this decision process (family member, business partner, etc)?

What is most important to you in this process?

- Sales Price
- Time to Sell
- Hiring the Right Agent

LET'S TALK ABOUT YOUR HOME

- What are the best features of your home?
- What if any are some unique features you won't find in nearby comparable homes?
- What are some recent updates and/or other upgrades since you've owned the property?
- What are some desirable aspects of your neighborhood?

NEXT STEPS

- Comparative Market Analysis.
- Complete Listing Paperwork and Disclosures.
- Establish Marketing Game Plan.
- Make Ready the Property for Sale.
- List Home in MLS.
- Get Sold!



HOW A BUYER'S AGENT GETS COMPENSATED



SELLER PAID COMMISSION

This occurs when the seller sets aside the buyer agent's fee through co-op compensation or a seller concession.



SELLER + BUYER PAID COMMISSION

This occurs when the seller sets aside a only portion of the buyer agent's fee, and the buyer pays their agent the remaining fee amount.



BUYER PAID COMMISSION

This occurs when the seller has not set aside compensation for a buyer agent's fee, so the buyer pays their agent the full fee.

PROS AND CONS OF OFFERING CO-OP COMMISSION

PROS

- Offering a co-op commission makes a property accessible to the greatest number of buyers.
- Because a property where the seller is offering co-op commission is accessible to most buyers, the result is increased exposure to the market, which may mean that the property will receive an offer and go under contract more quickly.
- The buyer's agent will help the buyer stay on top of their dates and deadlines to ensure a smooth process from contract through closing. Without representation, the buyer may haphazardly navigate the home-buying process,

CONS

- The direct cost to the seller. However, this could be offset by a higher purchase price due to more competition from buyers.

Atlanta, Georgia

Market Trends

Market Trends for Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

October 2026

Market Type

Seller's Market | **Balanced Market** | Buyer's Market

Key Details

Months of Inventory	Sold to List Price %	Median Days in RPR	Median Sold Price
5.94	97.4%	39	$383,240
↑ 2.24% MoM	↑ 0.08% MoM	↑ 11.43% MoM	↓ 4.19% MoM

October 2026 Median Estimated Property Value

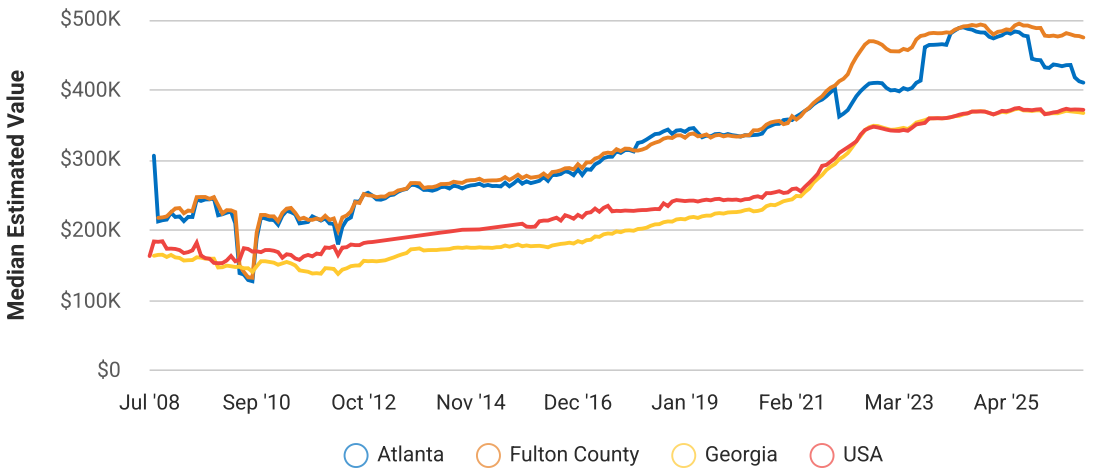
Single Family + Condo/Townhouse/Apt.

This graphic displays property estimates for a market area and a subject property, where one has been selected. Estimated property values are generated by a valuation model and are not formal appraisals.

Source: Public records, and MLS sources where licensed

Update Frequency: Monthly

Median Estimated Value	Last Month Change	12 Month Change
$410,560	-0.5%	-7.7%



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Atlanta, Georgia

October 2026 Active Listings

Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

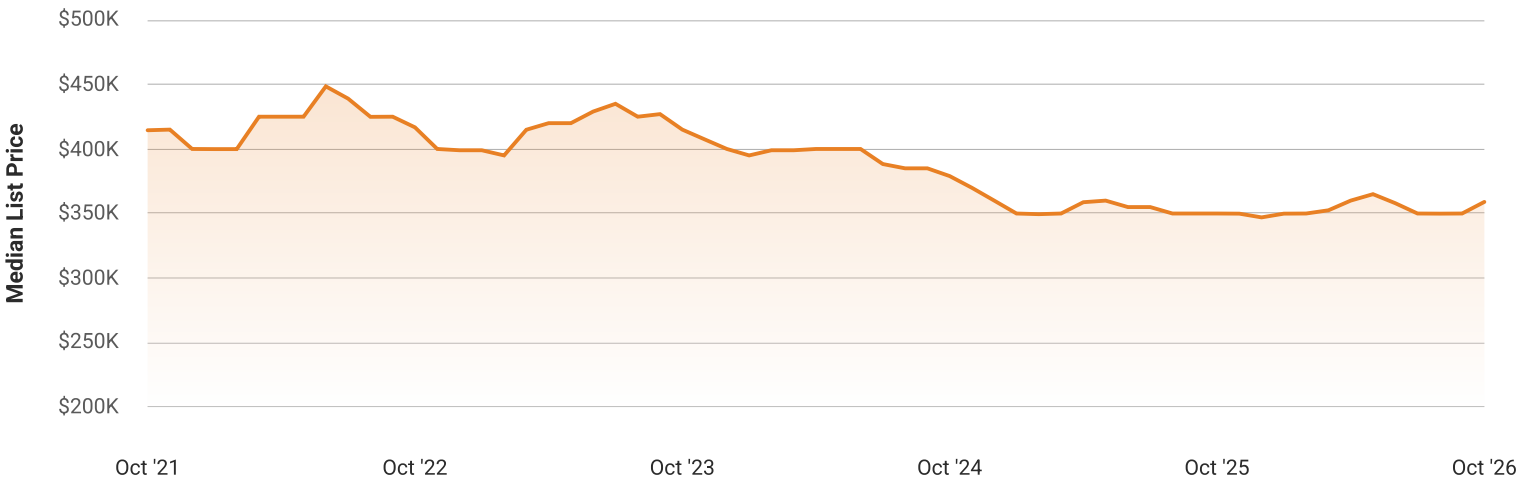
This graphic summarizes key statistics for properties that were in an active status on the last day of each month. RPR uses list date and a derived pending date to determine if the listing was active on the last day of the month. An end-of-month snapshot of active listings helps to understand inventory levels, price points and duration on the market.

Source: Listing sources

Update Frequency: Monthly

Median List Price - $359,000

↑ 2.6% Month over Month



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Atlanta, Georgia

October 2026 New Pending Listings

Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

This graphic summarizes key statistics for properties that went into a pending status within each month. RPR uses a derived pending date to determine when a property moved into pending status in the given month. These statistics are important for understanding the market absorption rate and the price point of listings that are being consumed.

Source: Listing sources

Update Frequency: Monthly

Median List Price - $357,000

↓ 7.3% Month over Month



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Atlanta, Georgia

October 2026 Pending Listings

Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

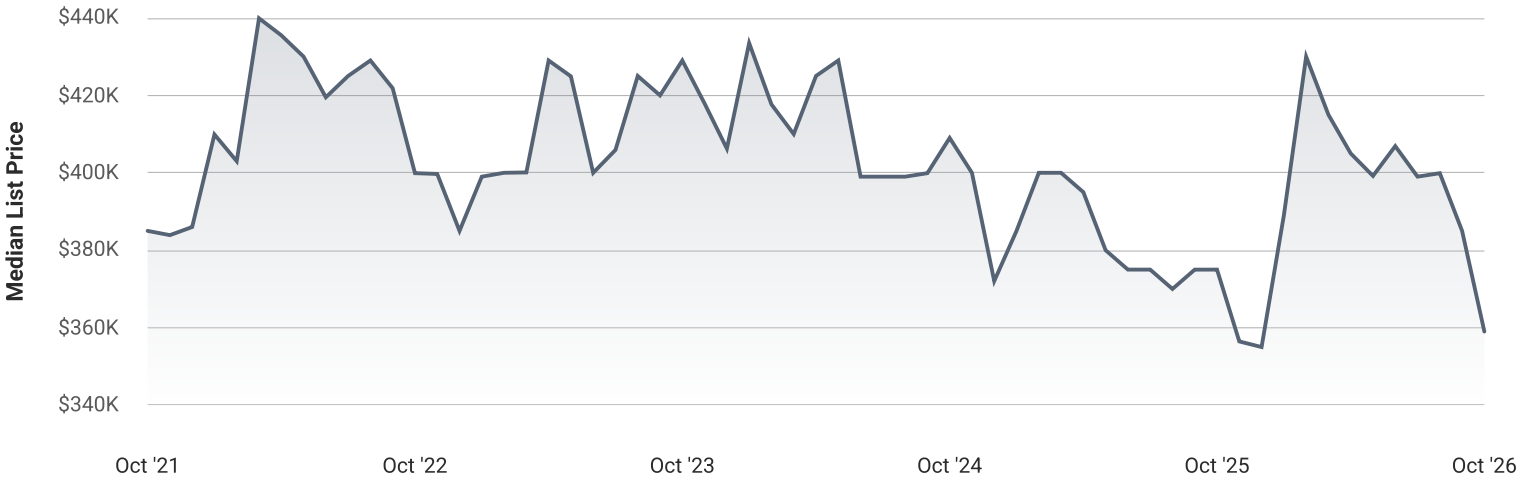
This graphic summarizes key statistics for properties that were in a pending status on the last day of the month. RPR uses the list date, a derived pending date and a derived off-market status date to determine if the listing was in a pending status on the last day of the month. An end-of-month snapshot of pending listings helps to understand inventory that is waiting to close, price points and duration on the market.

Source: Listing sources

Update Frequency: Monthly

Median List Price - $359,000

↓ 6.8% Month over Month



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Atlanta, Georgia

October 2026 Sold Listings

Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

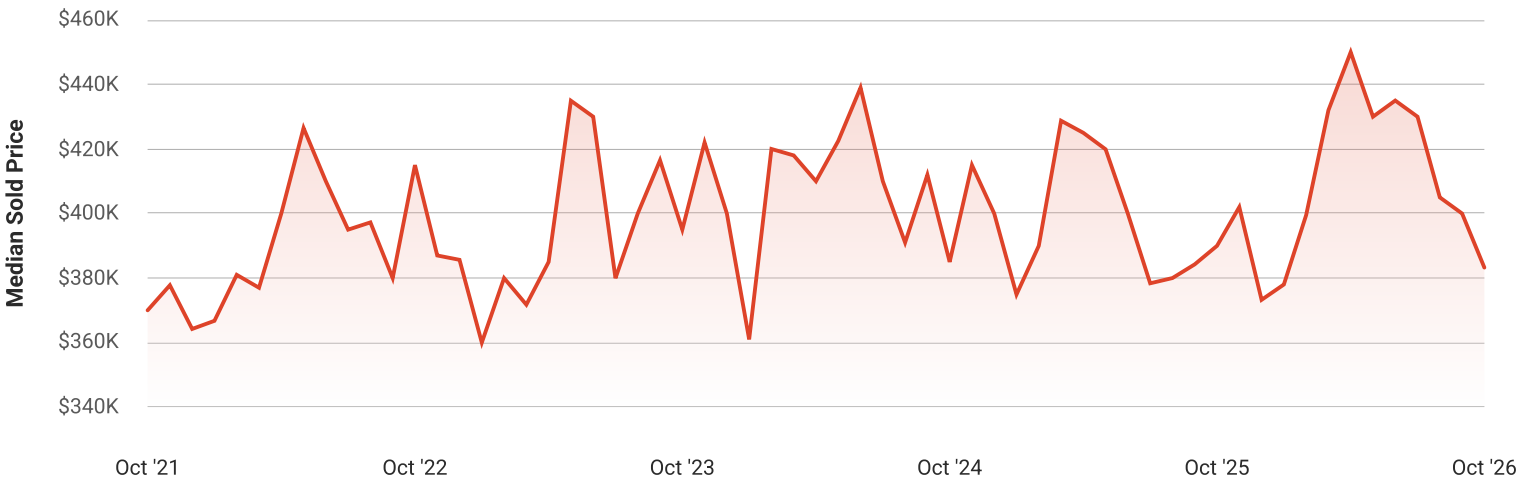
This graphic summarizes key statistics for properties that sold each month. RPR uses a derived sold date to determine when a property moved into a sold status within the given month. These statistics are important for understanding the price points on sold properties as well as the difference between the list price and sold price, which reveals whether buyers are paying over or under the asking price.

Source: Listing sources

Update Frequency: Monthly

Median Sold Price - $383,240

↓ **4.2%** Month over Month



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Atlanta, Georgia

October 2026 Months Supply of Inv.

Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

This graphic summarizes key statistics that describe the given month's inventory level and the percentage change in the last month and year. Months of inventory is the number of months it will take a market to absorb the inventory that's available at the end of the month, based on the number of properties that typically go into pending each month. RPR calculates months of inventory by dividing the count of listings that were active on the last day of the month by a rolling 12-month average of newly pending listings.

Source: Listing sources

Update Frequency: Monthly

Months Supply of Inv.	Last Month Change	12 Month Change
5.94	+2.2%	+10.4%



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Atlanta, Georgia

October 2026 Sold Public Records

Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

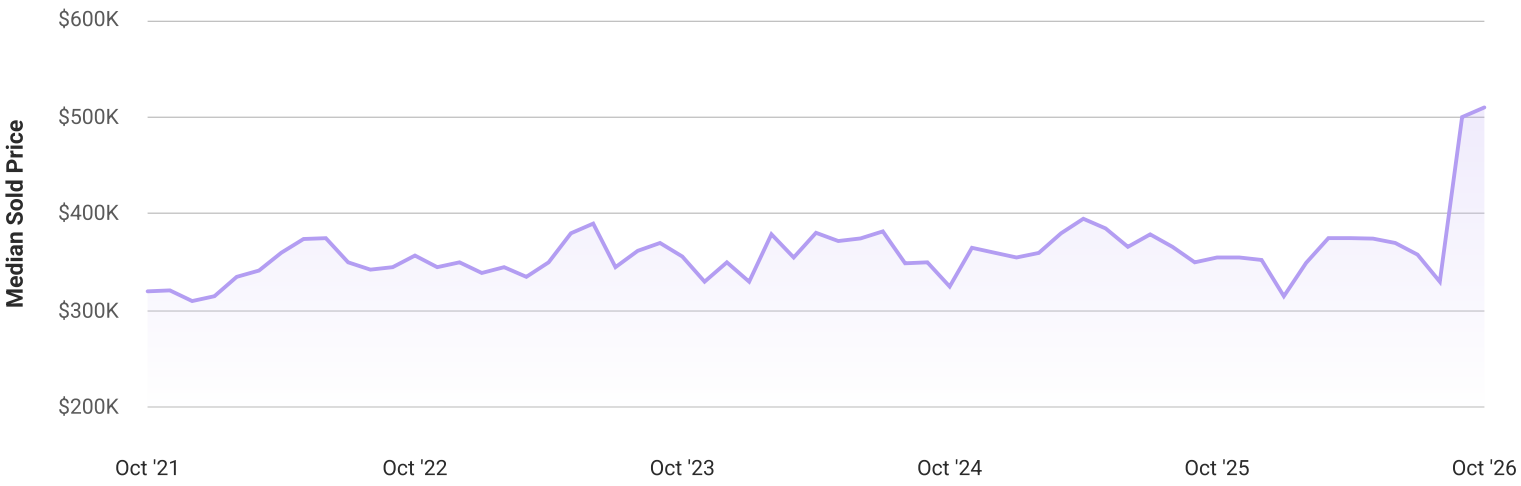
This graphic summarizes key statistics for properties that are sold each month. RPR uses a combination of dates in deed and assessment records to determine qualifying sale transactions each month. These statistics offer a complete view of everything that sold in a market area, whether it was listed in an MLS or not. Data is less accurate in non-disclosure states where some or all sale prices are not available through the public record. Non-disclosure states include Alaska, Idaho, Kansas, Louisiana, Mississippi, Missouri (some counties), Montana, New Mexico, North Dakota, Texas, Utah, and Wyoming. Note: Some counties, especially in rural areas, do not provide timely data updates.

Source: Public records data

Update Frequency: Monthly

Median Sold Price - $510,000

↑ 2% Month over Month



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Atlanta, Georgia

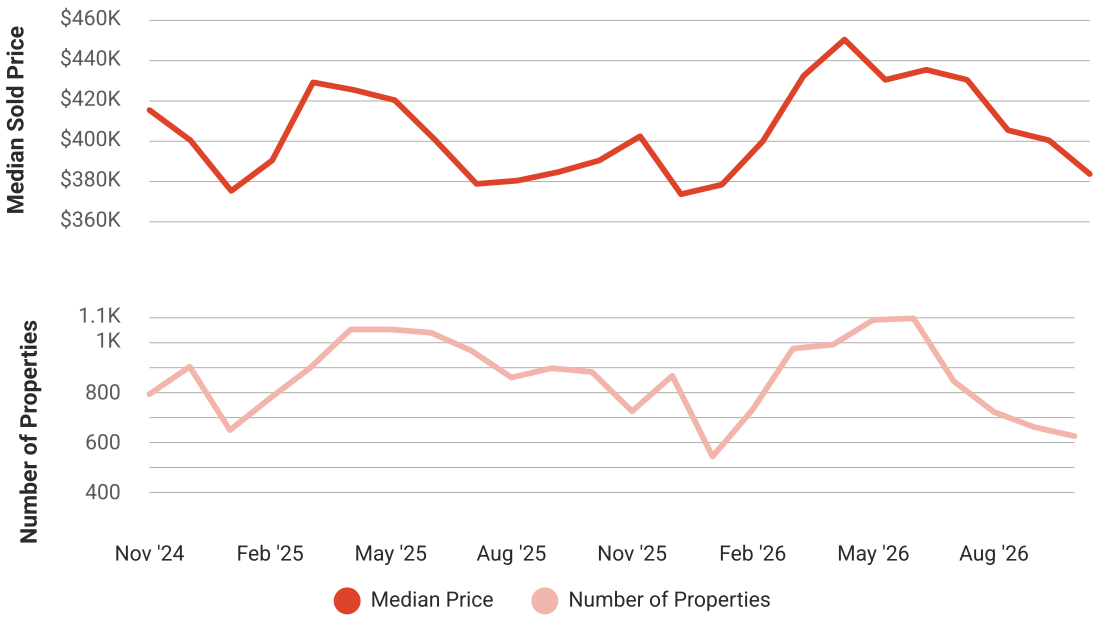
Median Sold Price vs Sold Listings in Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

This chart compares the trend of median sold price and number of sold listings for the given location.

Source: Listing Data

Update Frequency: Monthly



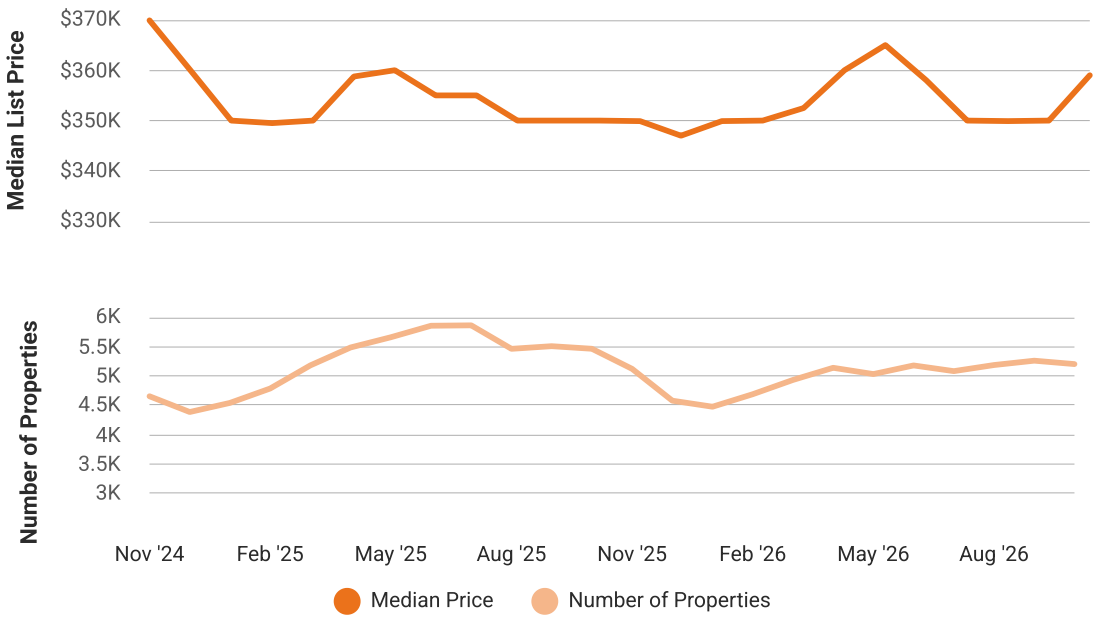
Median List Price vs Active Listings in Atlanta, Georgia

Single Family + Condo/Townhouse/Apt.

This chart compares the trend of median list price and number of active properties for the given location.

Source: Listing Data

Update Frequency: Monthly



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About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

For more information about RPR, please visit RPR's public website: **https://blog.narrpr.com**

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