

Amy Eves Walder

REALTOR® in PA&NJ

M: 215-620-6693 O: 215-723-4073

AMY@LETSGETMOVINGWITHAMY.COM

LETSGETMOVINGWITHAMY · INNOVATE REAL ESTATE

Listing Packet

Everything you need to know about selling your home with Amy & John, from the first conversation to the closing table.

Reviewed & updated November 2026

letsgetlisting.com · letsgetmovingwithamy.com

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Welcome

This listing packet was thoughtfully created to assist and guide you every step of the way. Inside, you'll find everything you need to navigate the listing process with confidence and ease.

Our team is wholeheartedly committed to providing you with the best possible service. We're here to answer your questions, meet your goals, and make your experience as smooth and successful as possible.

What's inside

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2. Our listing process
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4. Client events
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Helpful links

- Seller guides & checklists: letsgetlisting.com/seller-guides
- Request a comparative market analysis (CMA): letsgetlisting.com/comparative-market-analysis
- Our listing process online: letsgetlisting.com/letsgetlisting-process
- Main site & home value tool: letsgetmovingwithamy.com

> **About this packet.** Reviewed and updated November 2026. General information for Pennsylvania and New Jersey home buyers and sellers, not legal, tax or lending advice. Rules, forms and costs vary by property, municipality and transaction, so ask us, and talk with a real estate attorney, tax professional or lender about your specific situation.

MEET OUR TEAM

Amy Eves Walder



Luxury Realtor® in PA & NJ

215-620-6693 · amy@letsgetmovingwithamy.com

I hold real estate licenses in Pennsylvania and New Jersey. In PA, I service Montgomery, Bucks, Delaware, Chester and Philadelphia counties. I also service most of southern NJ down to the shore points and surrounding areas. My husband, John, and I are a top producing team with Innovate Real Estate.

I love real estate and helping clients! I also love hosting client events and staying closely connected with my community!

Here's a little more about me

- I am a Luxury Realtor® with Innovate Real Estate.
- I was the KW Cultural Icon in 2022 and 2024 for the Keller Williams Horsham Market Center (our prior brokerage).
- I'm on the Fundraising Committee for my local swim club.
- I'm the President of the PTO at my children's school.
- I have a CNE (Certified Negotiation Expert) designation.

In my spare time I enjoy vacationing with my family at the NJ shore, attending Phillies games, cheering on my kids (Benjamin & Brynn) at their many sporting events, running and snuggling with our little pooch, Dolly!

MEET OUR TEAM

John Walder



Realtor® in PA & NJ

267-767-3605 · john@letsgetmovingwithamy.com

I am a full-time real estate agent with Innovate Real Estate, working alongside my wife Amy, a PA/NJ real estate agent. Before real estate, I spent 15 years in enterprise sales selling various SaaS solutions to Fortune 1000 companies. This experience has been beneficial to our clients, helping negotiate the best terms whether buying or selling their next home!

Outside work, I am an "Uber driver" for our two super active children (Benjamin and Brynn), coach, volunteer, property investor, OCNJ enthusiast, and devoted Philly sports fan! I am a graduate of Archbishop Wood High School and La Salle University. We live in Upper Dublin, PA.

Olivia Duque



Transaction Manager

I work behind the scenes with Amy & John to keep your paperwork, deadlines and communication on track from listing to closing. I am also a licensed nurse in the Philippines. I love helping people and animals too!

Reach Olivia through Amy or John at the contacts above.

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Our Listing Process

Six clear steps, with Amy & John guiding you through each one.

01

Hire us

Begin by selecting a knowledgeable and experienced agent to guide your journey.

02

Pre-listing

Meet with your agent to determine a strategic price and sign all necessary paperwork.

03

Photos & active date

We arrange a professional photoshoot and set your listing's active date and open house.

04

Marketing

Once we have the professional photos, we create your marketing materials.

05

Offers

Evaluate offers with your agent, accept the best one, and celebrate being under contract!

06

Closing

Sign final documents, hand over the keys and receive your proceeds.

Timelines vary by home, season and market conditions. We'll map out a schedule for your sale at our pre-listing meeting.

OUR LISTING PROCESS, STEP BY STEP

01 Hire us

The first and most important step is partnering with an experienced real estate professional who understands the local market. Amy & John will guide you through the entire selling process, from setting a strategic plan to negotiating offers, so you feel confident every step of the way.

In Pennsylvania, licensees provide the state *Consumer Notice* at the initial interview. In New Jersey, licensees explain the types of brokerage business relationships and provide the *Consumer Information Statement* before working with you in a residential transaction.

02 Discuss pricing and prepare listing documents

We will work with you to review comparable properties, market trends and your goals to determine a competitive asking price. You'll also sign the necessary documents, such as the listing agreement, the seller's property disclosure statement, and any other forms required to market your property.

03 Schedule photos and active date

High-quality, professional photos are essential to making your home stand out online. We will coordinate the photoshoot and help you prepare your home for the best presentation (see our Pre-Listing Checklist and Prep-for-Photography guide). Once the professional photos are ready, we start creating marketing materials for your property.

OUR LISTING PROCESS, STEP BY STEP

04 Marketing and showings

When it fits your strategy, your home may first be promoted as “Coming Soon.” Your home is then showcased across multiple platforms with marketing materials created specifically for your property, including the MLS (Multiple Listing Service), social media, email campaigns and open houses. We coordinate showings, gather feedback, and make sure your home is presented to its full potential.

05 Review offers and go under contract

Once offers start coming in, Amy & John will help you evaluate them, considering not just price but also terms, contingencies and the buyer’s financial strength. After choosing the best offer, you’ll officially go under contract and move one step closer to closing the sale!

06 Closing

This is the final step in the home-selling process, when ownership is officially transferred to the buyer. You’ll sign documents, hand over the keys and receive the proceeds from the sale. And we would love to hear your feedback about our service!

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Why List With Us?

Referrals from happy clients are the greatest compliment we can receive, and we'd love to earn yours. Our #1 priority is working to exceed our clients' expectations! We cherish our client relationships and strive to deliver maximum value, and we market your home for broad exposure across the MLS, the major real estate websites it feeds, social media and email.

At the heart of our approach, we put our clients' needs before anything else, making sure their goals are our top priority. We invite you to read our Google reviews (rated 4.9 out of 5 as of November 2026), and we're happy to connect you with other clients who have experienced success with us. Ask us for a current, MLS-based look at our recent results for homes like yours.

Our proven system combines expert marketing with the professionals we work with to create urgency and drive results. Through our extensive network of agents and professional connections working toward a common goal (selling your house), we use every tool at our disposal. Our commitment doesn't end at the sale. We prefer to invest in memorable client events rather than TV commercials or billboards. It's all about giving back and celebrating the relationships we've built.

When We List

When we list a property, our approach goes beyond the traditional methods. We use social media to share captivating content that showcases your property's unique features, and we list it on the Multiple Listing Service (MLS) to reach a vast network of prospective buyers and their agents.

We invest in professional photography to capture the essence of your home, highlighting its distinctive qualities and presenting it in the best possible light. These high-quality images help your property stand out and give buyers a compelling visual story.

By combining social media outreach, the MLS and professional photography, we create a comprehensive marketing strategy that maximizes visibility and emphasizes the value of your property, so your home is not just listed but celebrated.

STAYING CONNECTED

Client Events

Instead of billboards, we invest in our clients. Past client events have included:

Breakfast with the Bunny

A spring favorite for families in our community.

Fall Festival

An autumn get-together with friends, neighbors and past clients.

Pie Giveaway

Our way of saying thank you around the holidays.

Breakfast with Santa

A holiday tradition our clients look forward to.

Events and dates change from year to year. Follow along at letsgetlisting.com/client-events.

Ongoing relationship building

- Continued support and availability long after the sale
- Exclusive client events and community connections
- We aren't going anywhere :)

KNOW THE LANGUAGE

Terms to Take Note Of

Listing Agreement

A written contract between you and the listing brokerage that authorizes it to market your property. It outlines terms such as the listing price, the brokerage's compensation and how long the agreement lasts. Broker commissions are not set by law and are negotiable. Read the agreement carefully and ask us anything before you sign. In New Jersey, a brokerage firm must have a written brokerage services agreement with its seller client in a residential transaction.

Consumer Notice (PA) / Consumer Information Statement (NJ)

State-required disclosures that describe the business relationships a licensee may have with you, such as seller agent, buyer agent, dual agent or designated agent. In PA, licensees provide the Consumer Notice at the initial interview, and the notice states that it is not a contract. In NJ, licensees provide the Consumer Information Statement before working with you in a residential transaction.

Comparative Market Analysis (CMA)

A report prepared by your agent that analyzes recent sales of similar homes in your area. It helps determine a competitive asking price for your property.

Seller's Property Disclosure Statement

Pennsylvania: the Real Estate Seller Disclosure Law requires sellers in most residential transfers to disclose known material defects on a property disclosure statement and deliver a signed, dated copy to the buyer before the agreement of sale is signed. Certain transfers are exempt. **New Jersey:** since August 1, 2024, sellers of residential property must complete and sign the Seller's Property Condition Disclosure Statement, including the Flood Risk Addendum, and provide it before the buyer becomes obligated under the contract. Being transparent helps avoid disputes later.

Lead-Based Paint Disclosure (most homes built before 1978)

For most pre-1978 housing, federal law requires that before the buyer signs the contract, sellers and their agents provide the EPA pamphlet *Protect Your Family From Lead in Your Home*, disclose known lead-based paint information, share available records and reports, and include a Lead Warning Statement. Buyers get a 10-day opportunity to test for lead; the parties may change that period in writing, or the buyer may waive it. See epa.gov/lead/real-estate-disclosure.

KNOW THE LANGUAGE

Terms to Take Note Of (continued)

Buyer-Broker Compensation & Concessions

Under NAR practice changes that took effect August 17, 2024, offers of compensation to buyers' brokers are no longer allowed on the MLS, and MLS participants working with a buyer must have a written agreement with that buyer before touring a home. Sellers can still offer compensation off the MLS, and they can offer buyer concessions (for example, toward the buyer's closing costs). Compensation is not set by law and is negotiable, and we'll walk through your options together.

Days on Market (DOM)

The number of days your property has been listed for sale. A high DOM may signal to buyers that a property is overpriced, so setting the right price from the start matters.

Contingency

A condition written into the agreement of sale that must be met for the sale to proceed. Common contingencies include home inspection, appraisal and financing.

Multiple Listing Service (MLS)

A database that real estate professionals use to share information about properties for sale. MLSs help brokers find buyers for their listings and connect buyers with properties for sale.

Learn more from official sources:
PA Consumer Notice: parealtors.org/standard-forms/consumer-notice
PA Real Estate Seller Disclosure Law (68 Pa.C.S. §7303): legis.state.pa.us · NJ Real Estate Commission bulletin 24-11: nj.gov/dobi/bulletins/blt24_11.pdf
NJ Real Estate Consumer Protection Enhancement Act: njrealtor.com/government-affairs/cpea · NJ flood risk tool: flooddisclosure.nj.gov
NAR settlement facts: nar.realtor/the-facts
This glossary is educational. Your listing agreement and state forms control; consult a real estate attorney for legal advice.

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Seller Questionnaire

Seller(s) name(s): _____

Email(s): _____

Street address: _____

Mobile phone S1: _____ Mobile phone S2: _____

Occupation: _____ Occupation: _____

Thank you for having us here today!

1. How did you hear about us?

2. Are all decision makers related to your move here today?

3. What's motivating you to move?

4. How soon do you need to be there?

5. If we sell your home in the next 30 days, will that pose a problem for you?

6. If "yes," what would that problem be?

7. What would happen if your home did not sell?

8. If you were a buyer in this market, how much would you pay for your house?

9. How much do you owe on the property?

10. What questions about the selling process do you have for us?

11. Does it make sense to review the listing agreement at this time?

12. Review listing agreement

Next steps: _____

IN THEIR WORDS

Client Testimonials

★★★★★

"Such a pleasure to work with Amy again, she is always so helpful with any questions and concerns we may have. Looking forward to working with her again in the future."

— Keira O.

★★★★★

"Amy and John are excellent Real Estate Agents. They are knowledgeable, helpful and diligent. We will definitely be working with them in the future!"

— Jeff

★★★★★

"Amy was AMAZING. We had so much crazy stuff happen this last month but she didn't skip a beat helping me navigate through it. I will definitely be using her for all my Jersey rentals."

— Karen H.

★★★★★

"Could not recommend Amy more! Amy has been my rock through this whole experience. She has had my back every step, fought for me, taking every one of my panicked phone calls day or night, and guided me every step of the way. She has been amazing at explaining everything to me as a first time home buyer in great detail and had the patience of a saint. I could not ask for anything more in a realtor and will be forever eternally grateful that I had her through this process. She is a poised and polished pit bull in a Lilly Pulitzer dress. I would never buy or sell a home again in the future without her."

— Lindsay H.

Read more Google reviews: maps.app.goo.gl/Najst2LhmVVw457k7 · letsgetlisting.com/testimonials



Next Steps

1. Complete the seller questionnaire (page 12) and bring it to our meeting.
2. Request your comparative market analysis (CMA) at letsgetlisting.com/comparative-market-analysis.
3. Start on the Pre-Listing Checklist and Prep-for-Photography guide.
4. Write down your questions. We'll review the listing agreement and disclosures with you line by line.

Thank you again for taking the time to consider us. We are super excited about the opportunity of helping you sell your home! Please reach out anytime with questions. We hope to hear from you soon….**LetsGetListing!**

LetsGetMovingWithAmy · Innovate Real Estate
840 Harleysville Pike, Suite 6, Harleysville, PA 19438 · Office: 215-723-4073

Amy Eves Walder, Realtor® in PA & NJ · 215-620-6693 · amy@letsgetmovingwithamy.com
John Walder, Realtor® in PA & NJ · 267-767-3605 · john@letsgetmovingwithamy.com

Seller site: letsgetlisting.com · Main site: letsgetmovingwithamy.com

Reviewed and updated November 2026. General information for Pennsylvania and New Jersey home buyers and sellers, not legal, tax or lending advice. Rules, forms and costs vary by property, municipality and transaction, so ask us, and talk with a real estate attorney, tax professional or lender about your specific situation.