

THE FIVE ESSENTIAL STEPS TO SELLING YOUR HOME

INSIDE:

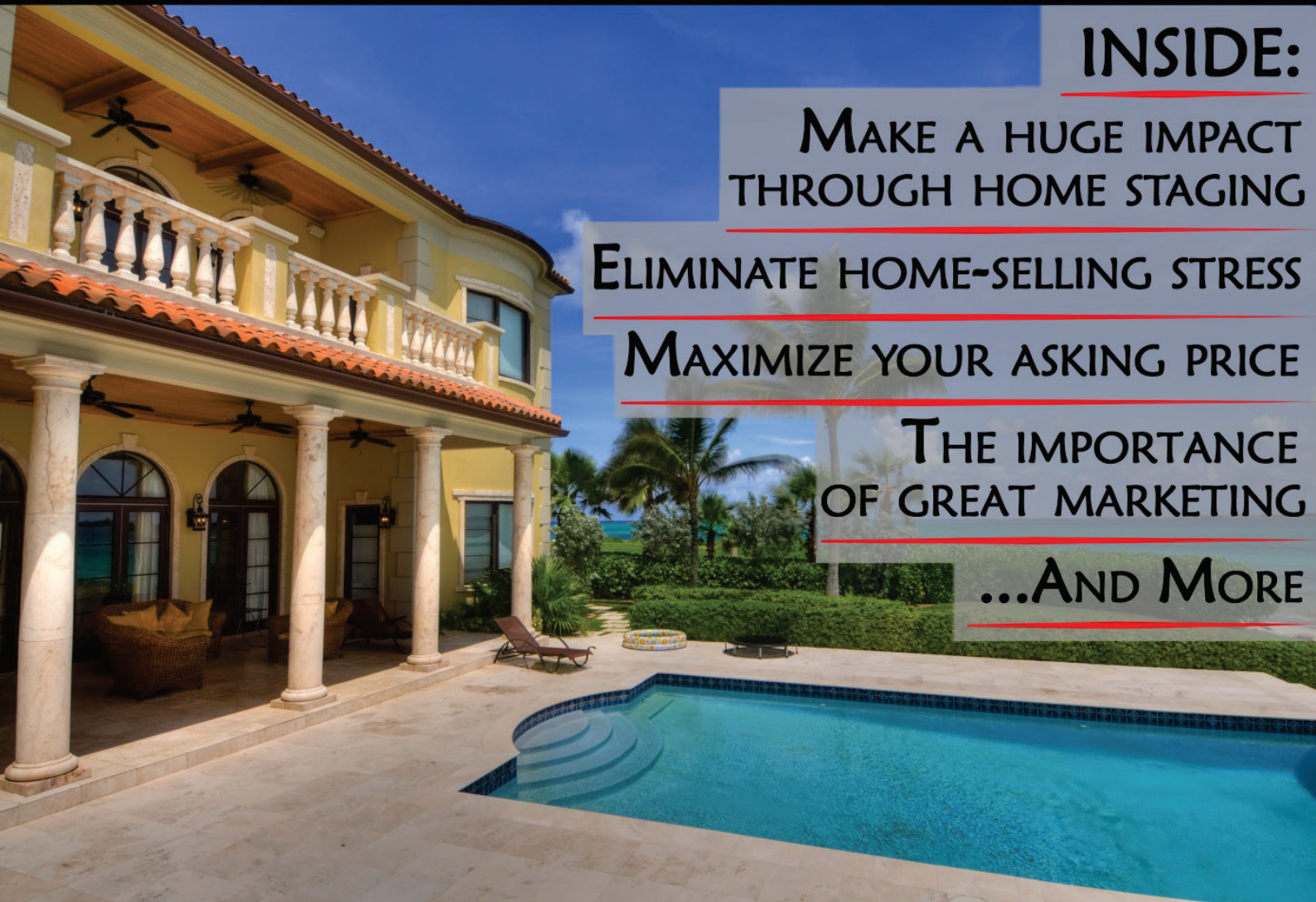
**MAKE A HUGE IMPACT
THROUGH HOME STAGING**

ELIMINATE HOME-SELLING STRESS

MAXIMIZE YOUR ASKING PRICE

**THE IMPORTANCE
OF GREAT MARKETING**

...AND MORE



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SELLING YOUR HOME SHOULD BE A PLEASURE

A true real estate professional should be able to make the sale of your home a pleasure. When all is said and done, you should remember the sale as a stress free experience. After all, when the time is right and you are ready, selling your home is a **good** thing.

Until they have experienced it for themselves, many people do not realize the massive scope of what selling a home entails. Emotions involved in the selling of your home can lead to hasty decisions and have a major impact on the overall end results. Retaining an experienced professional such as myself will help you avoid unnecessary stress and potentially poor decisions and is an important first step in selling your home.



“MY STAGING SECRETS WILL CAPTIVATE THE IMAGINATIONS OF POTENTIAL BUYERS. I GUIDE EACH OF MY CUSTOMERS THROUGH THE HOME STAGING PROCESS TO PROFESSIONALLY TRANSFORM YOUR HOME INTO AN ATTRACTIVE, BUYER-FRIENDLY SHOWCASE.”

“MY CUSTOMERS PUT THEIR TRUST IN ME WHEN MAKING HARD DECISIONS. LET MY KNOWLEDGE GUIDE YOU TO THE MOST PLEASANT HOME SELLING EXPERIENCE.”

STAGING YOUR HOME

Why is it that homes with identical features sometimes have greatly varying values?

The old saying, “You never get a second chance to make a first impression,” holds especially true when it comes to selling your home. This is why the next essential step in preparing to sell is the staging process. Staging not only allows you to present your home in an attractive and enticing way, but also gives you access to the highest number of potential buyers possible. In terms of maximizing the value and appeal of your home, home staging isn’t a glorified interior design project, but rather a business decision that can greatly impact the amount and timeline of your financial return.

That big first impression comes into play the moment that a potential buyer first lays eyes on your home. A few simple, cost-effective tactics can give a house’s exterior that warm and inviting look that keeps a potential buyer from moving on to the next property on their list. Some freshly planted flowers, a clean yard, and a good power-washing are tasks that in one day can start transforming your home’s universal appeal. A paint touch-up to the front door, snagging some weeds from the flowerbed, and buying a neutral colored doormat can provide the finishing touches on staging your home’s exterior.

Setting the stage for the interior of your home is just as important. Interior home staging includes:

Removing Clutter – Clutter can make a home appear smaller and unorganized. Reducing clutter can give potential buyers a clearer vision of what they would like to use a home's space for. Removing clutter is also an effective way of showcasing the potential of closets, storage spaces, and smaller rooms such as dens and bathrooms.

Furniture Grouping – It might seem like moving your furniture against the walls is a surefire way to show off just how big that living room is, but a new furniture arrangement can create a vision for a buyer that showcases both a cozy *and* spacious environment. This helps the buyer envision their own family enjoying the living spaces of your home.

Getting Back to Neutral – A plain and simple fact is that neutral colors sell. Your sense of style and color-coordination may be top notch, but sometimes potential buyers might have a personal preference that occupies a different facet in terms of fashion. Neutral colors can provide potential buyers with a clearer view of your home's possibilities, much in the same way that an artist can be inspired by a blank canvas.

Depersonalize – In the same sense that a neutral color scheme helps encourage a buyer to imagine the possibilities, removing personal items from your home can really help potential buyers to picture themselves living there, rather than picture themselves living with you. Even simple things like visible covers of books and magazines can lead a potential buyer with differing opinions to turn in the other direction.

Fix it up – One of the most important aspects in staging your home is to fix those nagging items from your to-do list before a potential buyer even knows they needed fixing. A hole in a window screen, a dripping faucet, and a cracked bathroom tile are all inconveniences with easy solutions, and also eyesores that you want to avoid.

Follow your nose – A home's scent is one of the most overlooked parts of successful home staging. Remember, smells trigger memories, and memories trigger emotions. Neutralize the smells in your home and replace them with something pleasant.

Pricing

The next step in the selling process is determining the highest possible asking price for your home. The most common way to do this is by using a Comparative Market Analysis (CMA). A CMA is a document that will help to accurately estimate the value of your home based on recent sales of other homes in your area that have similar characteristics including:

- Sizes of home and property
- Neighborhood and school districts
- Age and style of home
- Number of bedrooms and baths
- Overall home condition
- Amenities and upgrades
- Views and access points

Any licensed REALTOR® can provide a CMA, but I want to show you how to utilize a CMA to maximize the potential of your home's value. A properly prepared CMA (like mine) will help you to accurately pinpoint the ideal asking price for your home that will yield the highest possible sales price in the shortest period of time.



“MY CUSTOMERS BENEFIT FROM AN INTENSIVE PRICING ANALYSIS TO IDENTIFY THE ‘SWEET SPOT’ THAT BRINGS BOTH TOP DOLLAR AND A QUICK SALE.”

Now you can see the unique balance that exists between home staging and home pricing. It all boils down to a combination of the hard facts provided by a thorough CMA, and the techniques we can use to amplify a positive perception of your home.

Marketing

In the case of selling your home, great advertising includes painting a portrait of your home with details and visuals that make your property stand out from the crowd. Once the “sweet spot” is determined for your home’s price, we need to get your home **maximum exposure** in the places where the people that are looking for homes will see it. One recently conducted study found that as many as 95% of people begin (and sometimes end) their search for a new home on the internet. You want your home to appear on as many sites as possible.



“MY CUSTOMERS BENEFIT FROM CUTTING-EDGE MARKETING TACTICS TO ENSURE YOUR HOME IS ATTRACTIVELY DISPLAYED IN FRONT OF THOUSANDS OF IDEAL BUYERS.”

Having your home displayed on all of the best real estate websites is only half of the internet marketing equation. Though many eager buyers may see your home for sale on the web, this does not provide the full sensory experience that one would get in the “old-fashioned” buying process, when one had to visit a home to see it. The truth is, there is a lot of competition in the real estate market, and the sheer amount of listings available on the internet gives your home a very small window of opportunity to jump out and get noticed. This is where a solid marketing campaign comes into play.

Virtual tours, video and numerous professional photos accompanied by enticing descriptions can be a deciding factor in what makes a potential buyer want to see your home in person. I provide all of my customers with these essential tools to attract the greatest number of buyers. My experience and reputation also allows me to extend the marketing of your home to a very local level through my own personal networks and print advertising.

Negotiating the Best Deal

Since finding a serious buyer is often the most difficult part of selling your home, it is essential to have a professional that can recognize when a potential buyer is ready to bite and has the skill set to reel them in. This requires an experienced professional with exceptional negotiation skills. I am a seasoned veteran that has negotiated many contracts, and understand the tasks that need to be completed to ensure that your deal doesn’t fall through. You need a great listener who can avoid the common pitfalls in the negotiation process and considers the minor details that lead to reaching an ideal agreement.

“MY CUSTOMERS BENEFIT FROM SUPERIOR NEGOTIATION SKILLS HONED THROUGH YEARS OF EXPERIENCE, ENSURING A SMOOTH, PLEASANT, AND SUCCESSFUL SALE.”

Once the negotiations are complete, all of your hard work is about to pay off. You have brought out the best qualities in your home, set the ideal list price, effectively promoted your home, found a serious buyer, negotiated the best deal possible and signed a contract.

After your closing, there are other important details that will give you peace of mind at the conclusion of your sale. A dedicated real estate agent will provide you with a complete file, detailing all of the paperwork needed for your financial records and tax records. Having all of the proper documentation and a full understanding of its contents will leave you feeling confident and secure.

I want to assure you that if you choose me as your real estate agent I will be in constant contact with you every step of the way. I will be there for advice and support, and I am confident that my expertise will make the sale of your home a pleasant and rewarding experience.

Best Wishes,

Jonathan Young

“WHEN YOU ARE READY TO SELL YOUR HOME, LET ME PROVIDE YOU WITH MY EXPERTISE, DEDICATION, AND KNOWLEDGE TO MAKE THE SALE OF YOUR HOME A PLEASANT AND REWARDING EXPERIENCE.”

