

PRESENTATION

How will your home actually be presented?

Most sellers ask about marketing and never ask about this, which is backwards. Marketing distributes whatever the property looks like. If the presentation is mediocre, better distribution just shows more people something mediocre.

SELLER TOOL • ASK EVERY AGENT YOU INTERVIEW

- ☐ Who physically prepares the house before photography?
- ☐ Who decides furnished, unfurnished, or staged?
- ☐ Is staging included, and is virtual staging appropriate here?
- ☐ Who makes sure lights are on and blinds are open for an important showing?
- ☐ How are vacant properties handled between showings?
- ☐ Is a professional clean part of the plan?
- ☐ What happens if the weather is bad on photography day?
- ☐ How will you make sure the property's best feature actually shows up in the marketing?

The vacant property problem

A lot of Summit County properties sit empty between the listing date and the closing. Empty houses get cold, dusty, and dark, and nobody notices until a buyer walks in on a grey afternoon in November. Ask who is actually going in there, and how often.

TUCKER'S TIP

Weather is not a scheduling detail here. If the whole point of the property is the view, shooting it on a flat grey day costs you more than waiting a week does.