We Believe

Every Home Has a Buyer





We can find yours

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Guide



You Don't Need Another Agent
You Need Another Strategy.

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“Not Every Home Sells the First time Around
Sometimes all it takes a Fresh Approach”

“Communication matters”
Our commitment to our clients is to provide a weekly report so you are never left in the dark.”



Pricing a home isn't guesswork-no 2 homes are alike. It's a science backed by market data, buyer behavior, and experience. We'll review the numbers together, including comparable sales, current competition, market trends, and buyer demand, a so you understand exactly how we arrive at the best pricing strategy for your home.



What Happened?

Lack of Communication?

Did you feel informed about the progress of your home sale, with respect to showings, buyer feedback or changes in your market?

Priced Right?

Do you feel your home was priced too high?

Adequate Marketing?

Did you feel your agent did enough to market your home effectively?

Good Follow Up?

Would you say your agent was good at following up with potential buyers after showings to gather feedback?

Knowledge of the Market?

Do you feel your agent had adequate knowledge of local market trends, as well as buyer preferences?

Costs

Do feel your agent explained the costs of selling, with regard to compensation, marketing and other expenses?

Professionalism

Do you feel your agent represented themselves professionally at all times, including arriving to appointments on time, keeping their wood by calling you when promised, responding to calls and emails promptly and treating your property with care?

Care and Compassion

Did you feel you could ask questions comfortably and receive candid answers, even if the answer wasn't what you wanted to hear?

REFRESHED. RENEWED APPROACH.

Let’s sell your home.

We understand how discouraging it can be when your home doesn't sell the first time around. However, this is a common challenge, and with a fresh approach, the outcome can be very different. Partnering with us can bring a new perspective and energy to your listing. Together, we can craft a tailored marketing plan that highlights the unique features of your home and reaches the right buyers. This renewed strategy could be just what you need to turn things around and achieve a successful sale. Don't lose hope—your buyer is out there, and with the right support, we will find them.



COMMONS REASONS

Homes Don’t Sell

Successfully selling your home requires a well-rounded strategy working in sync, tailored to your property and the current market conditions. It's crucial to combine accurate pricing, effective marketing, and excellent presentation to make your home appealing to potential buyers. A strategic approach also includes flexible showing schedules and strong online visibility to maximize exposure.

By incorporating these elements, we can enhance your home's attractiveness and increase the likelihood of a swift and successful sale.

Here are some common reasons your home may not have sold:

- Wrong pricing strategy
- Inadequate marketing
- Economic factors
- Lack of adequate representation
- Limited visibility



Ways We Serve



Every home has a story, and every seller deserves a marketing strategy designed for their unique property. We combine professional marketing, thoughtful home preparation, and targeted exposure to showcase your home at its very best. From staging recommendations to expert pricing and negotiation, our goal is to attract qualified buyers, maximize your home's value, and help you achieve the strongest possible result.

Our Methodology

Our methodology centers on a comprehensive market analysis with a strategy designed to attract buyers via competitive pricing. We also leverage a combination of online strategies and ad placements providing maximum visibility across key platforms, coupled with my robust database of buyers and agent-to-agent networking.

Top Notch Support

We will advise you every step of the way. Our commitment to clear communication and expert guidance ensures you're informed, supported, and confident from listing to closing.

COMMUNICATION GUARANTEE

Communication ranks among the top 5 critical elements of a real estate transaction. Far too many sellers have had a poor communication experience with real estate agents prior to working with me.

This is why its important for us to operate my business in a manner that allows our clients to feel thought of and taken care of. The days of having your home listed and not hearing from your agent until closing is gone (if you work with us, of course!)

It is our practice to contact our sellers once per week. We use this time each week to update sellers about what marketing has been done on their home that week, the response rate, what is planned for next week, the feedback we have received from agents who have shown the property, and address any changes in mortgage rates or market changes which might affect the sale of the home. This is also a great time to answer any questions you may have.

We hope you see our service-first approach. We GUARANTEE that clients who have signed a listing agreement with us will hear from us every single week. **If there is ever a week where you do not hear from us with an update on your property, you can fire us on the spot!**

The Art of Selling



The Proper Approach to Selling

Selling your home is a significant decision that requires careful thought and preparation. It's important to approach this process with diligence, ensuring every detail is considered to enhance your home's appeal. By taking the time to present your property at its best, you not only attract potential buyers more effectively but also increase the likelihood of getting top dollar.

&

Market Knowledge & Buyer Insights

Our experience, proven track record of success, deep understanding of the local market, and commitment to personalized service ensure that we meet the unique needs of each client. We excel in creating strategic marketing plans that effectively showcase properties and attract serious buyers. With our strong negotiation skills and attention to detail, We work tirelessly to secure the best possible outcome for every homeowner we represent.

Marketing

Active Marketing

We perform an active marketing approach through agent-to-agent networking,robust buyer database and past clients. You never know who may know someone in the market for a home and you won't know unless you ask.

Social Media

The most effective tool with the largest reach is social media, online marketing. It's important to go where people spend time and get out in front of them. I accomplish this through video, reels, static posts, and paid advertisement.

Internal Network

Our brokerage offers a global reach which allows me the ability to cast a wider net with easy access to agents who have buyers potentially seeking homes in your neighborhood.

Open House

Hosting an open house can significantly boost the visibility of your property, inviting a diverse pool of potential buyers to explore the space in a relaxed and inviting setting. In addition, open houses often create a sense of urgency among buyers, driving faster decisions and potentially higher bids.

Signage

Signage is an effective way to catch the eye of passers by and alert the community that your home is on the market. A constant, visible invitation to potential buyers that typically lead to inquiries and showings. It also taps into local networks, as neighbors and visitors who see the sign might spread the word to friends and family who are looking to buy.



Pricing Matters

According to a National Association's study,over pricing your home could result in you getting 4% less than your actual market value.

HOW DO WE POSITION YOUR PROPERTY AS THE OBVIOUS CHOICE?

Examine the past, present & project the future based on data

Reflect the home's true market value relative to its features and benefits. We look back at recent sales, examine the current landscape of properties that have gone under contract and collect information those properties and review your current competition of active homes currently on the market.

Target the right buyers

We want to entice buyers to see the value in a home. For example, a home that needs TLC must be priced in a way that attracts buyers and enables them to see the value in your property despite its condition, without being negatively overwhelmed by all the repairs your home still needs.

Maximize Offers

When the value of your home is evident among buyers, you're more likely to create a sense of urgency, resulting in multiple offers which can drive up the sales price allowing you to net more money.

Skip the pitfalls

Overpriced homes typically attract low ball offers or none at all. In addition, the longer your home sits, the more homes sell around you resulting in you chasing the market down with price reductions which create the perception that something is wrong with you home.



Staging

NAR'S 2023 PROFILE OF HOME STAGING REPORT SUGGESTS THE FOLLOWING:

Staging means less time on market

62% of seller's agents believe that staging a home decreases the amount of time it spends on the market.

Staged homes typically sell for more money

31% of seller's agents stated that staging a home increases the dollar value buyers are willing to offer by 1% to 5% compared to similar homes that are not staged.

Key rooms to stage

The most commonly staged rooms include the living room, kitchen, primary bedroom, and dining room. Staging these key areas can have the most substantial impact on buyers' impressions.



Staging



FIRST IMPRESSIONS
A well-staged home creates a strong first impression, making it more likely that potential buyers will develop an emotional connection with the property.

INCREASED PERCEIVED VALUE
A staged home often looks more polished and well-maintained, increasing its perceived value and justifying a higher asking price.



NEUTRALIZES THE SPACE
Staging often involves neutralizing personal decor, which helps buyers see themselves living in the home rather than feeling like they are intruding on someone else's space.

MAXIMIZES THE SPACE
Professional staging can make rooms appear larger and more inviting by arranging furniture and decor in a way that maximizes space and flow.



DIMINISHES PERCEIVED ISSUES
Staging can help downplay less desirable features and highlight positive aspects, making the home more attractive overall.

REDUCES TIME ON MARKET
Homes that are staged typically sell faster than those that are not, reducing the time and cost associated with keeping the property on the market.

STRONG ONLINE PRESENCE
High-quality photos of a staged home are more appealing in online listings, drawing more interest and showings.



HIGHLIGHTS THE HOME'S POTENTIAL
Staging helps buyers visualize how they can utilize the space, showcasing the home's potential and functionality.

COMPETITIVE EDGE
A staged home stands out among listings, attracting more potential buyers and possibly multiple offers.

Tips for Selling

The exterior of your home is just as important as the interior. More than ever, buyers are seeking a home that offers comfortable outdoor spaces they can enjoy after a long day and entertain in. Creating an inviting space that allows buyers to immediately enjoy will, without a doubt help you get top dollar.

Maximize the natural light by ensuring windows are clean and dressed with light and airy curtains to enhance your homes natural light and create a bright and welcoming atmosphere. Ensure curtains are open during showings and open houses.

Keep it cool and comfortable with the use of air conditioning and fans. A hot house will without a doubt become a turn-off for many buyers.

Declutter and depersonalize all spaces by removing excess furniture, family photos and suggestive art in order to neutralize the rooms and allow buyers to see themselves living in the home. Keep spaces organized and tidy, including closets to maintain the perception that there is ample storage space.

Place seasonal features perfect for summer such as barbeque equipment, patio/deck furniture and outdoor dining sets.

Tips for Selling

- Make necessary repairs, especially those that are visible such as leaky pipes and faucets, chipped paint, broken fixtures, rotted wood, holes and dings, moldy tiles, non-working appliances etc. Be sure to replace non-working light bulbs as well.

- Change up furniture placement for a more open, inviting flow. Add accents such as colorful pillows, candles and other decorative accents. Add seasonal decor that enhance the Spring and Summer season.

- Highlight energy efficient qualities of your home such as solar panels, energy-efficient windows and smart thermostats. Provide information on low utility costs to attract environmentally conscious buyers.

- Showcase key features of your home by highlighting recent upgrades and renovations, as well as neighborhood amenities.



Preparation Checklist

- [ ] **CURB APPEAL**

Landscaping: Mow lawn,trim bushes, weed flowerbeds and plant seasonal flowers.
Exterior cleaning (powerwash, clean windows, repaint, clean gutters)
Entryway: Ensure front door is clean, painted and hardware is polished. Include a welcoming doormat and potted plants.

- [ ] **INTERIOR**

Deep clean: Clean every room thoroughly, including carpets and rugs. Declutter: remove excess furniture, personal items, even your favorite knick-knacks. Organize closets and storage: keep them neat and tidy, to showcase their full capacity.

- [ ] **REPAIRS & MAINTENANCE**

Fix minor issues: leaks, squeaky doors, chipped paint, broken fixtures and other items. Check systems such as HVAC, plumbing and electrical areas.

- [ ] **LIGHTING**

Maximize natural light by removing dark curtains.
light fixtures are clean and have working bulbs.

- [ ] **KITCHEN & BATHS**

Two very important rooms. Be sure they are deep cleaned. Replace outdated or worn faucets, cabinet handles and shower heads. Declutter countertops and clear of unecessary items to showcase available space.

- [ ] **ODOR CONTROL**

dentify and eliminate all sources of bad odors. Set it odors such as pet urine and cigarette smoke will likely require special remediation as cleaning products only make them worse.

- [ ] **SAFEGUARD VALUABLES & DOCUMENTATION**

Remove or secure valuables before your home goes on the market. Collect important documents such as warranties manuals and receipts for recent repairs & upgrades.

Next Steps

Confirm Go-to-market date

Complete agreements and disclosures.

Create Repair punchlist

Address exterior & interior work and timeline.

Declutter

Determine items to donate, sell or discard.

Clean

Hire a professional cleaner or thoroughly clean every nook and crany of the home.

Stage

Arrange furniture in a manner that flows, room-by-room. Place accent pieces and clear countertops and shelving of clutter.

Photography, Floor Plans

Polished professional photo that highlights your home's features and benefits.

Go To Market

Receive buyer showing requests and watch the offers roll in!



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