

# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

### FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price.

### FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. Items to consider when preparing your home for sale are:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

### FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

#### **PROSPECTING**

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents, and past clients.

#### **MARKETING**

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING is all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

#### **COMMUNICATION**

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

*the advantage of listing with me*

#### **BOOSTED ONLINE EXPOSURE & PROFESSIONAL PHOTOGRAPHY PROVIDED**

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in it's best light. Studies have shown that online buyers, disregard homes with limited photos, low quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.