

# SELLER'S NEWS

HR Marketing Strategy | Pricing to Sell | Get your home in Shape

## About HR

The Hamstead Realty Team happily serves the North Metro area of Atlanta offering to both Buyers and Sellers of Residential Real Estate a smooth and enjoyable experience. HR Agents have the knowledge and understanding to evaluate current market values as well as manage tough negotiations in behalf of their Client.

## What are Sellers saying?

*"My HR Agent was a true professional, worked long hours and was available to answer our question any time we needed her support."*

*"This was all so much more than I expected from a professional realtor who I now call my friend."*

*"When an offer came our way my HR Agent intelligently argued the value of my home and led me through the Due Diligence process with clarity and a calming assurance."*

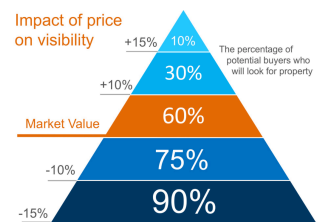


## Thinking of Selling?

No need to think too hard. We put all of our efforts into each home we sell and we make the process smooth and enjoyable for our clients. We concentrate our efforts on strategic pricing, focused marketing and creative staging to make sure that your home sells for the most money and in the quickest amount of time.

## PRICING RIGHT THE FIRST TIME.

Many factors go in to determining a marketable listing price - location, past sold properties, improvements, neighborhood amenities, current buyer trends and even the condition of your home.



We will not confuse active listings with past sold comparable's. Active's are competition. Sold's are the true market value for your area.



## SELLERS MARKETING STRATEGY

- In-home consultation
- Comparative Market Analysis
- Cloud Contract Management
- Home Staging Assistance
- Knowledgeable, tech-savvy agents
- Professionally designed yard sign and flyers
- Secure Supra Lock Box
- Listing Syndication through ListHub to 100's of internet sites
- FMLS listing servicing over 33,000 real estate professionals
- Powerful online FB marketing
- Professional HDR photos
- Property website with unique domain name
- Personalized FMLS site with real time stats on comparable listings
- Introductory Agent Caravan
- Open Houses through FMLS & GeorgiaOpenHouses.com
- Professionally designed Agent Email blasts

## Think of your house as a marketable commodity. Property. Real estate.



### WHIP YOUR HOME INTO SHAPE.

Buyers are looking for the best and they can be Choosey. Take the following steps to make sure your home is ready to sell.

**Improve the Exterior.** Pressure washing, gutter cleaning, prune bushes, etc.

**Repairs.** Take care of major defects like broken windows or a leaky roof that could discourage Buyers.

**Make Buyers Welcome.** Get a new front door mat, put on a fresh coat of paint and plant flowers near the entrance.

**Depersonalize.** Consider getting a storage unit for extra personal items. Let the Buyer envision their belongings in your home.

**Organize and Clean.** From ceiling fans to closets - make sure everything sparkles and that the home is filled with inviting odors.

**Check your colors.** Paint your walls a neutral color that will appeal to a wider range of buyers.