

VERNESSA'S SELLERS PLAN

7 Point Strategy

PRICING

Pricing it right matters and the right price range can be found using simple mathematical analysis

CONDITION

You can improve the market value of your property by completing low cost projects

STAGING

Not staging a property leaves too much to the buyer's imagination and that leads to a lower market value

MARKETING

Marketing must not only expose the property to the right buyers, but also provoke them into taking action

COMMUNICATION

Listening to the buyer's and cooperating agent's feedback allows for the appropriate adjustments in price and condition to be made during the process

NEGOTIATION

Evidence that supports a higher value must be presented during negotiation and buyer challenges and questions must be responded to promptly

CLOSING

Although you may enter into a contract, there are many details that must be attended to during the complicated closing process



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Following this proven strategic plan will get you top market value!

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Let's talk Real Estate

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