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Seller Success Checklist Packet

Your complete guide to preparing, presenting, and selling with confidence

Guiding You with Heart and Expertise

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Seller Success Checklist – Albuquerque 87114 Edition

The Albuquerque 87114 market continues to move, with months of supply at **2.08**, a **median sold price of \$390,000 (+4% month-over-month)**, and well-prepared homes going under contract in approximately **28 days**.

In today's environment of elevated interest rates and inflation, a strategic, data-driven approach is essential. The sellers achieving the best outcomes are those who combine professional presentation, precise pricing, and informed market positioning.

1. Pre-Listing Preparation

- Conduct a detailed walk-through to identify high-impact, cost-effective improvements.
- Complete minor repairs such as touch-up paint, updated hardware, and light fixture replacements.
- Refresh landscaping and enhance curb appeal.
- Schedule a deep clean with attention to kitchens, bathrooms, and flooring.
- Gather documentation for all system updates (roof, HVAC, water heater, windows, and major improvements).

2. Staging and Presentation

- Declutter and depersonalize to maximize visual space and appeal.
- Use warm, neutral tones and clean, modern décor to create an inviting atmosphere.
- Highlight newer or upgraded features to position the home as move-in ready.
- Invest in professional photography and video to capture the home's best angles and lighting.
- Emphasize any energy-efficient features or smart home upgrades that reduce ownership costs.

3. Pricing Strategy

- Review your property's competitive range, including a 'Make-the-Shortlist' price versus a 'Multiple-Offer' price.
- Analyze active and pending listings within a close radius to understand buyer expectations.
- Price within key online search brackets for maximum exposure.

- Monitor showing feedback and online traffic weekly to adjust strategy promptly.

4. Leverage and Incentive Tools

- Compare the net benefits of a seller-paid rate buydown versus a traditional price reduction.
- Offer a pre-inspection to create buyer confidence and minimize renegotiation risk.
- Consider strategic incentives, such as limited closing-cost assistance or home warranty coverage.
- Maintain strong presentation and marketing to justify premium positioning.

5. Marketing Launch Plan

- Build early visibility with a targeted 'Coming Soon' campaign.
- Host a launch weekend or open house event featuring lender support for on-site prequalification.
- Utilize professional video tours, digital ads, and geo-targeted marketing to reach qualified buyers.
- Employ reverse prospecting to connect with agents actively representing buyers in your price segment.
- Review engagement analytics and feedback weekly to maintain momentum.

6. Local Appeal

- Buyers continue to be drawn to Albuquerque 87114 for its blend of lifestyle and convenience — from the annual Balloon Fiesta and vibrant local events to the ease of access provided by the Albuquerque International Sunport and nearby Rio Grande trails.
- Highlighting these community benefits enhances your home's story and overall marketability.

Albuquerque's 87114 sellers remain in a favorable position when they combine thoughtful preparation, professional presentation, and pricing precision. With the right strategy, your home can attract motivated buyers and achieve a strong return in today's market.

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