

## **TOP TEN REASONS TO HIRE ME TO SELL YOUR HOUSE**

**10. PROFESSIONAL PHOTOGRAPHY** = I always hire an amazing photographer for my listings, and I am at your house during photography to make sure everything is picture perfect. The beautiful photos of your house will be well-lit and well-composed. There will be NO open toilets or trash cans or other items that distract from your home's beautiful features.

**9. ACCURATE & STRATEGIC PRICING** = As a Pricing Strategy Advisor with extensive training and experience in accurate pricing, you can be assured that the comparative market analysis I complete for you will accurately show you how your house is positioned in the market. Strategic pricing is also important to get the most eyes on your house and attract buyers' interest.

**8. PROPERTY DESCRIPTION** = Your property description will be accurate, enticing, and informative so buyers learn more about your house and want to see it in person.

**7. SPELLING AND GRAMMAR** = All copywriting and marketing will have correct grammar and spelling. Online marketing, brochures, flyers, photo descriptions, property description, and remarks will be well-written and free of distracting errors.

**6. COMMUNICATION & RESPONSIVENESS** = I actively communicate with my clients and respond as quickly as possible. I always return calls, texts, and emails as quickly as I can. I have a designated time for this each day, but I can often respond outside of this time. Proactively, I contact clients quickly with updates, new information, and anything we need to discuss

**5. FOLLOW-UP WITH AGENTS & BUYERS** = Following showings, I solicit feedback from the agents and follow up with them if I don't get a response the first time. I actively communicate with parties who attend any Open Houses to determine their level of interest, and I follow up with them as appropriate. I communicate all feedback to my sellers, and we respond quickly to ensure we are positively positioned in the market.

**4. ADVICE BEFORE LISTING** = A lot of important work goes into the preparation before your house hits the market. I ask a lot of questions so I know what you need and want from the experience and the outcome of your house sale. We can then accurately set a timeline, prepare your house, and ensure that you are prepared as well. Depending on the house and our plans, this can include advice about cleaning/decluttering, repairs, staging, and vendor recommendations.

**3. NEGOTIATION SKILLS** = As a Real Estate Negotiation Expert (RENE), I have received additional training and practice that I use daily to benefit my clients. Knowing what is most important to you, I apply my education, skills, and experience to ensure that you get the results you want and need.

**2. LISTENING TO WHAT YOU NEED & WANT TO ACCOMPLISH** = Everyone has a different situation, goals, needs, and wants. This information helps to guide us throughout your selling process so we can achieve the best outcome for you.

**1. YOUR HOUSE WILL SELL** = When we partner together, make decisions based on market data, and present your house to the market with excellence, your house will sell.