

The fool proof system to selling your home for top dollar

(In the shortest amount of time)

Why is it that some homes sell within a week with multiple offers while others sit on the market for several months?

You may have read the question on the page above...and the answer to that question is simple...

“Strategy”

You need a strategy to sell your home in today's market... people *can* sell their home without it, but they generally leave money on the table and it usually takes longer. You're best off having a strategy.

Here is my **11-point** strategy that will get your home sold for top dollar (*in the shortest amount of time*)

1. **Prepare Your Home:** Ensure your property is in top-notch condition to attract buyers. Cleaning, decluttering, and making necessary repairs are crucial. Professionals can assist with these.
2. **Enhance Your Home's Appeal:** Identify any aspects of your house that might deter buyers. Sometimes minor improvements can yield substantial rewards.
3. **Consider Staging:** Staging can significantly boost your home's appeal. While your existing furniture may work well, partial or full staging can be the better choice in certain cases.
4. **Invest in Professional Photography and Video:** This cannot be stressed enough – professional visuals are paramount. Cutting corners here can be like throwing money down the drain.
5. **Price Wisely:** Be aware of your competition and price your home accordingly. Overpricing can lead to missed opportunities and your competition may be the one who ends up securing the buyers.
6. **Targeted Marketing:** Understand your potential buyers and tailor your marketing efforts toward them.

7. **Timing Matters:** Your home is most attractive when it first hits the market. Ensure you've perfected steps 1-6 because you only get one shot at this.

8. **Utilize Multiple Advertising Channels:** Maximize exposure by listing your home on the MLS and all real estate websites, promoting it on social media, sending out postcards, and advertising in the local newspaper. Host open houses.

9. **Choose a Proactive Agent:** Select an agent who actively seeks buyers, not one who waits for them to appear. Agent networking can lead to more showings. Showings sell houses.

10. **Listen to Feedback:** Pay attention to feedback from potential buyers and make necessary adjustments. If showings are scarce, revisit steps 1, 2, and 5 because they go hand-in-hand.

11. **Negotiate from a Position of Knowledge:** When negotiations begin, having accurate information empowers you to make informed decisions and secure the best price and terms. Ensure you have a knowledgeable advocate on your side.

The real estate market thrives on effective strategies. I'm passionate about helping you navigate these steps to sell your home successfully. If you'd like to delve deeper into any of these points tailored to your specific situation, let's share a 1:1, no obligation conversation. I am here to offer you the information you need to understand what the best move is for your unique situation.

Thank you,



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How I sell your home..

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✓ Property Assessment

- Identify unique selling features
- Research property & neighborhood
- Full market analysis of property
- Pre-inspection
- Recommend touch-ups, repairs, and decluttering
- Furniture arrangements/decor assistance
- Set list price (your most important piece of marketing!)

✓ Media

- Professional listings photos + aerial
- Property flyers
- 3D property tour (enhances online listings)
- Digital floor plan (enhances online listings)
- Unique property website
- Countertop property display
- Seller Q&A graphic

✓ List & Boost!

- Detailed MLS listing
- Syndicate listing to 1000s of real estate websites
- Optimize Zillow & Redfin listings
- Place "For Sale" sign in yard
- Announce listing to C21 office of 140+ agents
- Announce listing to all agents in MLS
- Email listing to my personal contacts
- Mail "Just Listed" postcards to neighbors
- Tour with agents & collect feedback

✓ On-Going Marketing

- Hold open house(s)
- Monitor MLS emails for potential buyers
- Send weekly emails to all agents in MLS
- Share listing to various Facebook groups
- Promote organically on social media
- Paid Facebook, Instagram and Nextdoor ads
- Place ads in local newspaper
- Invite other agents to market property
- Schedule showings & collect feedback
- Monitor competing properties weekly
- Weekly feedback given to seller

✓ Other Services Offered

- Professional staging
- Virtual staging
- Handyman & landscaping
- Aerial photography & videography
- Cinematic property videos

Why is effective marketing so important?

The way you market your property can significantly affect how much money you receive for it. Marketing isn't just putting your home on the MLS and creating ads, it also includes preparing your home for the market and using various types of media to best showcase it. Effective marketing can result in your home selling for tens or even hundreds of thousands of dollars more. The main objective of marketing your property is to make it as attractive as possible to potential buyers and to expose it to as many people as possible. This increases the likelihood that you will sell your property quickly and at a high price. "The house that everyone wants always sells the fastest and for the most money."

Why is effective negotiation so important?

Who doesn't love a good deal, right? To make sure you get the most out of selling your home, it's crucial to have the right information so that you can make smart decisions with confidence. Whether you have a single offer under asking price or five offers over asking price, you want someone in your corner who has experience negotiating the absolute best deal possible. As your advisor, I'm here to guide you through the process, negotiate on your behalf, and help you get the most bang for your buck. Rest assured that you won't be leaving any money on the table!

