

SELL YOUR HOME FOR \$ TOP DOLLAR

Innovative Real Estate Marketing and
Next Level Service



Selling a home is more than just putting up a sign...



Analysis

Knowing the current market statistics and being able to properly price your home



Marketing

Preparing an in-depth marketing strategy to get your home in front of as many buyers as possible



Staging and Photos

Creating the right impression of your home for potential buyers and showcasing its best features



Negotiations

Clear communication, realistic expectations, and negotiations to make sure your sale is as seamless as possible



Buyers look at 3 key things before even stepping into a home.

- Location
- Price
- Condition



Comparative Market Analysis

Properly pricing your home is crucial when listing it for sale. I will analyze the current active listings (your competition), the current pending sales, and the most recent sales. This helps me to know the price point that is sitting longer on the market, what people are paying for homes similar to yours, and what the market demand is.

Homes that are overpriced can sit on the market and become “stale”. This opens the door for low ball offers and fewer showings.

Marketing is Key!

Signage

Placing an attractive yard sign, neighborhood signs, and perma-flyers are all ways to attract drive by traffic

Online presence

Getting your home visible on Facebook, Instagram, and YouTube- in addition to Zillow, RedFin, and Realtor.com will drive interest with buyers.

Add-ons

Additional marketing opportunities: The Preview of Homes show, hosting a brokers open, or Real Estate Magazine advertisement.



MARKETING PLAN IN ACTION



Not Staged



Staged

The Power of Staging

Did you know staged homes sell significantly faster and for more money? The Real Estate Staging Association (RESA) found that homes not staged before listing lingered on the market for an average of 143 days. Once staged, those same homes sold in just 40 days! Staging isn't just filling your home with furniture, it can be as simple as switching out some pillows, de-cluttering, adding a few pieces of wall art, or moving your current furniture into different positions.

Plus, the numbers don't lie—an average investment of just 1% of the sale price into staging can deliver an incredible return. About 75% of sellers saw an ROI of 5% to 15% over asking price.

MARKETING PLAN IN ACTION

Professional Photography

All of my listings receive a professional photography package to show off every angle of your home in the best light. Each listing will receive up to 50 high quality photos that will be shown on my website, our local MLS, and will be syndicated to over 300 other real estate sites such as Redfin, Zillow, Trulia, and Movoto. Your home will be seen by thousands of people in no time.

- Listings with professional photographs sell 32% faster
- Listings with high-quality photos can gain anywhere between \$900 and \$115,000 more on the market

*Standard for all listings



MARKETING PLAN IN ACTION

Twilight Photo

These types of photos capture the most dramatic view of your home at first light or sunset. It is one extra touch that not only showcases your home itself, but allows potential buyers to see the lifestyle that comes with your home.

*Standard for \$500,000+ priced homes



MARKETING PLAN IN ACTION

Aerial Photos & Video

- Listings with aerial images sell 68% faster
- Elevated photos provide a new perspective of the property and also provide views of the neighborhood
- Videos include rooftop flyovers and wrap-around house shots

*Standard for all listings



MARKETING PLAN IN ACTION

Guided Video and 3D Tours

Creating a personalized, agent led tour of your home, as well as a 3D tour, can add value to your listing. With most buyers utilizing online searches, having these extra highlights can add to your homes visibility in the long list of other homes on the market. Your home will appear on Instagram, Facebook and YouTube, which is then seen by over 100k people.

- Listings with a video have seen a 400% increase in traffic

*Standard for \$500,000+ priced homes





Communication and Negotiations

Establishing expectations in the beginning will help us to work together towards the goal. It is important to keep the end goal in perspective during the sale process.

Keeping in constant communication about how the market is adjusting, possible strategy adjustments, and feedback from potential buyers will help us be successful in the sale of your home.

My goal as your Realtor is to negotiate the best sale for you on your terms. I will always be transparent and up-front with every offer we receive.

MARKETING PACKAGES

PREMIUM

- Professional photography
- Virtual/3D Tour
- Agent Guided Tour
- Drone Photos/Aerial Video
- Social Media promotion
- Neighborhood Signage

GOLD

Premium Package plus:

- Staging
- Brokers Open
- Black Luxury Signage
- Nationwide Property Blast

PLATINUM

Gold Package plus:

- Spotlight on Preview of Homes show (up to 3)
- Professional move out cleaning
- Pre-listing home inspection
- Professional move in clean for your new home



A la Carte options available



Thank you!

