

HOW TO SELL YOUR PROPERTY QUICKLY AND FOR THE HIGHEST PRICE!

#1: The first impression is the only impression:

No matter how good the interior of your home looks, buyers have already judged your home and can make a “no” decision on a house before they even step in the door. You never have a second chance to make a first impression. It’s important to make people feel warm, welcome and safe as they approach the house. Cut the grass, trim the hedges, pull the weeds, and put down some mulch. Spruce up your home’s exterior with inexpensive shrubs and brightly colored flowers. You can typically get a 100-percent return on the money you put into your home’s curb appeal. Exterior colors are VERY important. Entryways are also important. Make the entry clean, neat, uncluttered and welcoming.

#2: Pricing it right:

Our goal is to get the highest possible price for your home and sell it in a reasonable amount of time. If you set the price too high many qualified buyers will pass by it. If you set it too low buyers will assume there is something wrong with it and make lower priced offers. Ideally we can arrive at a price working together and taking into consideration the historical data available to us for your neighborhood.

#3: Always be ready to show:

You have to SHOW IT to SELL IT! Your house needs to be "show-ready" at all times – you never know when your buyer is going to walk through the door. You have to be available whenever they want to come see the place and it has to be in tip-top shape. Don’t leave dishes in the sink, keep the dishwasher cleaned out, the bathrooms sparkling and make sure there are no dust bunnies in the corners. It’s inconvenient, but it will get your house sold.

#4: The kitchen comes first:

You’re not actually selling your house, you’re selling your kitchen – that’s how important it is. The benefits of remodeling your kitchen are endless, and the best part of it is that you’ll probably get 85% of your money back. It may be a few thousand dollars to replace countertops where a buyer may knock \$10,000 off the asking price if your kitchen looks dated. The fastest, most inexpensive kitchen updates include painting and new cabinet hardware. Use a neutral-color paint so you can present buyers with a blank canvas where they can start envisioning their own style. If you have a little money to spend, stainless steel appliance and granite countertops are important.

#5: Don't over-upgrade:

Quick fixes before selling always pay off. Mammoth makeovers, not so much. You probably won't get your money back if you do a huge improvement project before you put your house on the market. Instead, do updates that will pay off and get you top dollar. Get a new fresh coat of paint in appealing colors on the walls. Clean the curtains or go buy some inexpensive new ones. Replace door handles, cabinet hardware, make sure closet doors are on track, fix leaky faucets and clean the grout.

#6: Light it up:

Maximize the light in your home. After location, good light is the one thing that every buyer cites that they want in a home. Take down the drapes, clean the windows, change the lampshades, increase the wattage of your light bulbs and cut the bushes outside to let in sunshine. Do what you have to do make your house bright and cheery – it will make it more sellable.

#7: Half-empty closets:

Storage is something every buyer is looking for and can never have enough of. Take half the stuff out of your closets then neatly organize what's left in there. Buyers will snoop, so be sure to keep all your closets and cabinets clean and tidy. Be sure to remove the clutter and store it away neatly in boxes in the garage.

#8: Take the home out of your house:

One of the most important things to do when selling your house is to de-personalize it. The more personal stuff in your house, the less potential buyers can imagine themselves living there. Get rid of a third of your stuff – put it in storage. This includes family photos, memorabilia collections and personal keepsakes. Let us help you stage your home to maximize the full potential and price. Staging simply means arranging your furniture to best showcase the floor plan and maximize the use of space.

#9 Pressure Wash or Bleach the Driveway, Sidewalks and Porch.

Get rid of those oil stains on the concrete! For that matter, once you have the pressure washer out there, perhaps pressure wash the exterior of the house – especially anything visible from the curb.

BONUS SUGGESTION:

Add an American Flag

Two quick screws and a flag holder, and you're in business. But don't settle for an old flag – faded flags won't do the trick. It has got to be new and bright. Make sure the white stars and stripes are sparkling and the red stripes pop.

Our Marketing Plan

- 93% of real estate buyers go to the internet FIRST to search for their new home and I want to make your property easily searchable. We will list your property on internet sites all over the world immediately, including Realtor.com, Zillow, Trulia, Homefinder.com, Facebook, YouTube, Re/Max.com and many more.
- We will take professional photos of your property for advertising and to use on the video and virtual tour - including Drone shots for overhead layout of the property.
- VIDEO – We can't say enough about the power of VIDEO in today's Market! We will make a professional virtual tour/video to be posted on the internet all over the world including YouTube. Most agents do not use or know how to use video.
- We will do an email "blast" to all real estate agents in the area, including the Orlando area, to announce the listing and when we make any changes.
- We will host an open house, where permitted, as soon as possible after the property is listed and ready to show.
- We will conduct a realtor's caravan and/or brokers open house to introduce the property to all the real estate professionals in the area.
- We will use print media to get your home exposed to the general public and potential buyers who are not currently working with an agent.
- We will call and/or email all the agents who have listed or sold a property similar to yours AND all agents who list and sell properties in the area.
- We will notify all surrounding property owners that your home is for sale so they can tell their friends and family. The people you know and your neighbors can be the best form of advertising!
- We will post and advertise your property on classified advertising sites and Social Media in Florida, the northeast USA, Canada and select foreign countries.
- **AND MOST IMPORTANTLY** - We will keep you informed of the activity I am getting on your property and discuss on a regular basis the results, feedback and interest shown.
- We will provide you a checklist of items to help sell your property QUICKLY and for the highest possible price!
- We work together as a **COUPLE!** And I have a background in interior design and will help YOU stage your property perfectly for the most buyer appeal!

