



# Serious About Selling? 5 Steps to Make Your Home the Best on the Block

**We all want to be good neighbors. But when it comes to selling your home, it's not just about "keeping up with the Joneses." It's about outshining them at every opportunity!**

If you're looking to sell your home fast and for the most money possible, you'll need a strategy to set it apart from all the other listings competing for buyers in your area. That's why we've outlined our proven, five-step plan for serious sellers.

Use these five tactics to help your home get noticed, win over buyers, and net a higher sales price than your neighbors!

## 1. Stage Your Home to Show Its Full Potential

According to the Real Estate Staging Association, homes that are professionally staged sell 73% faster.<sup>1</sup> When staging a home, you might rearrange the furniture to make a room feel larger or remove heavy curtains to make it brighter. The goal is to highlight a home's strengths, minimize deficiencies, and help buyers envision themselves living in the space.

Some sellers choose to hire a professional stager. Others opt to do it themselves, using guidance from their agent. We can help you determine the appropriate path to push your home ahead of the competition. The good news is, an investment in staging pays off. A 2018 survey found that 85% of staged homes sold for 6-25% more than their unstaged neighbor's homes.<sup>2</sup>



## 2. Draw Buyers in with High-Quality Photos

Many buyers use listing photos to determine whether or not to visit a property in person. Therefore, poor-quality or amateur-looking pictures could keep buyers from ever stepping through your door. That's why we only work with the top local professionals to photograph our listings.

Additionally, we're always on site during the photo shoot to let the photographer know about unique or compelling selling features that they should capture. The extra effort pays off in the end. In fact, listings with high-quality

photography sell 32% faster than the competition ... and often for more money!<sup>3</sup>

## 3. Price It Properly From the Start

Most buyers view homes within a set price range. If yours is overpriced, it can't properly compete with other similarly priced listings. But if you price your home aggressively, it can be among the nicest homes that buyers have seen within their budget. This can lead to a fast sale with fewer seller concessions. And in some cases, it can create a bidding war. The result? More money in your pocket.

## 4. Put on a Good Show(ing)

Once buyers are interested enough to schedule a showing, it's crucial that you make your home available—even on short notice. That means keeping it show-ready as long as it's on the market. For most of us, our homes reflect the day-to-day reality of our busy (and sometimes messy) families. But keeping your home clean, fresh-smelling, and ready for buyers will help it sell faster ... which means you can get back to your regular routine as quickly as possible!

## 5. Use a Proven Promotion Plan

We know that 93% of buyers search for homes online.<sup>4</sup> That's why we invest in the latest training and technology—to ensure our listings appear in the places where buyers are most likely to look. By utilizing online and social marketing platforms to connect with consumers and offline channels to connect with local real estate agents, your property gets maximum exposure to prospective buyers.

## LET'S GET MOVING

Sources: 1. Real Estate Staging Association 2. Home Staging Resources 3. RIS Media 4. National Association of Realtor

Are you thinking about listing your home? Get a jump start on your competition! Contact us for a copy of our Home Seller's Guide, which offers a complete guide to the home selling process. Or call us to schedule a free, no-commitment consultation. We'd love to put together a custom plan to maximize the sales potential of your property!

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