Luxury Home Successful Selling Guide™

**□ Price it right!** Price your home using Team Super Mike’s analysis!

**□** **Utilize the Home Warranty**. This is a great incentive for your potential buyers.

**□ Offer an incentive to other Realtors**. A leveled commission will attract agents.

**□** **Allow for Public Open Houses.** This is not usually an effective tool.

**□** **Allow for Broker Open Houses.** This increases agent awareness of your home.

**□** **Allow for a lockbox.** This ***dramatically*** increases visibility potential.

**□** **Allow for a lawn sign.** Signs alert the neighborhood that your home is available.

**□** **Allow for an open advertising campaign.** This targets buyers for your home.

* Zillow/Trulia- 200+ reviews, Premier Agent
* FiveStreet.com
* 80+ websites
* Pay per click advertising/MonmouthCountyHomeSearch.com
* Back end of the website
* www.LuxuryHomesInMonmouthCounty.com
* Individual Home Page
* International Buyer Prospecting- Global.REMAX.com, RE/MAX Agent Network
* Video emails and texts
* TeamSuperMike.com- Introduction of Team
* You tube
* Video walk through- OSMO technology
* Face book- Unique marketing
* Showing Desk- Feedback
* Home Actions Bi-Weekly Newsletter (1,000+)
* IDX- Yes
* Beautiful professional photography
* Professional brochures
* Interactive floor plans/tour
* Story telling with listing
* Drone/quad copter technology

**□** **Keep an Immaculate Home Both Inside and Outside.** Clutter is ***not*** our friend.

**□** **List your home for a period of 6 months to 1 year.** Be patient, it takes time.

**□** **Constantly share your feedback, questions, comments and ideas with us.**

**□** **Complete all and any repairs that we suggest.**

**□** **Be prepared for a price adjustment if necessary.** After 30 days on the market.

**□** **Be willing to assist in closing costs if necessary.** Known as a seller concession.

**□** **When thinking about the “Celebration”, be motivated and aggressive.**

**□** **Be prepared to begin searching for a new home with me!**

**□ About the Team- Concept & Rankings (Circle of Excellence & Market Penetration)**

**If you follow these simple steps, your home should sell!!!!!!**