



FITZPATRICK TEAM

RE/MAX®

Luxury Home Successful Selling Guide™

- ❑ **Price it right!** Price your home using the Fitzpatrick Team'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 will allow more potential buyers to see your home.
- ❑ **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- 150+ reviews, Premier Agent
 - booj.com
 - Syndication via MLS with ListHub: <https://www.listhub.com/publisher-list.html>
 - Back end of the website
 - LUXVT
 - Individual Home Page
 - International Buyer Prospecting- Global.REMAX.com, RE/MAX Agent Network
 - Video emails and texts
 - Fitzpatrickteamremax.com -Introduction of Team
 - You tube
 - Video walk through- FT.TV
 - Face book- Unique marketing
 - Showing Time- Feedback
 - Constant Contact Weekly Newsletter (4,000+)
 - 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- Team Awards & Market Penetration**

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