A close-up of logos

Description automatically generated

*Taking Real Estate Agents to Pinnacle Levels™*

Successful Selling Guide™

**□ Price it right!** Price your home using our custom market 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
* 80 Websites
* Pay per click advertising
* Back end of website (CRM)
* Video emails and texts
* Our website- introduction of team
* You tube
* Face Book/social media
* Showing Desk- Feedback
* Story telling with your listing

**□** **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!**

**□** **Get to know us! (Rankings, Circle of Excellence, Market Penetration)**

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