



FITZPATRICK TEAM

RE/MAX

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 will allow the most 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
 - Syndication through MLS and listhub: <https://www.listhub.com/publisher-list.html>
 - booj
 - Video emails and texts
 - Our website- introduction of team
 - You tube
 - Face Book/social media
 - Video Walk-thru with FT.TV
 - Showing Time- 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! Team Awards and Market Penetration**