

# Maximize and Expedite

You can't control the housing market, but there are several things you can do to maximize the return on the sale of your house and expedite the sale. First and foremost, choose your REALTOR® wisely. We have a strong understanding of the current real estate market, can provide you with a detailed market analysis, and are able to target the specific buyer type that would be attracted to your house.

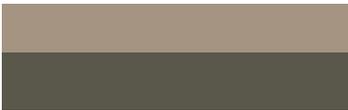
We also use cutting edge marketing techniques to help sell homes quickly. Relax and know that we will do our part and guide you through yours.

Implement these simple strategies to ensure your house is ready for showings:

1. Begin by doing a **walk-through** of your house – both inside and outside. In writing, list all areas inside and out that need attention.
2. **Hire a home inspector** – This impartial, in-depth evaluation of your home will clearly reveal what areas need repairs and prevent embarrassing discoveries during a sale.
3. **Hire professionals** – All repairs should be completed by a licensed professional.
4. **De-clutter, de-personalize, and Stage** – Remove all items that represent your family such as family pictures, unique hobbies or crafts. Hire a Home Stager to help you prepare your house for sale. It's essential that buyers can clearly picture themselves living in your house. You want buyers to say: "Wow! If I buy this house, I can live like this!"
5. **Rent a storage unit** – A clean house is calming and inviting. One with too many chairs, lamps, old books and so on can make buyers feel uncomfortable and move on. Make sure the house doesn't feel crowded, and the flow is smooth and natural.
6. **Remove pets and stop smoking in the home** – Smells can be extremely offensive and can prevent a sale – even before it starts. Once your house is on the market, try boarding pets in a kennel or with relatives – and make sure to have your carpets professionally cleaned.
7. Pay as much **attention to the outside** of the house as you do the inside – A well maintained yard with simple landscaping can be very appealing. Place a few large containers of potted plants strategically to brighten an area or hide an unsightly electrical box or water faucet outdoors.
8. **Leave your house** – We realize you're curious about who is visiting your house, but relax and let us interact with potential buyers. Your presence will most likely make buyers uncomfortable.
9. **Ask for help** – We realize you're busy! If you don't have the time to complete these tasks, we can easily connect you with professional home stagers, landscaping crews, and repair personnel that can tie up any loose ends.
10. Last of all, **RELAX** – We will guide you through this sale and gladly locate your next home for you.

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# *Stunning, Proactive and Effective*

Today the process of selling a house has moved beyond the simple “For Sale” sign. Both buyers and sellers have demanded a more comprehensive approach that is in-step with today’s technology. We can deliver a comprehensive approach in a way that is stunning, proactive and most importantly effective. When you list your home with me, I will differentiate your property immediately.

1. First of all, I use a **professional photographer** who will showcase your property in the best light. Crisp, clear daytime images, elevated shots, and twilight photography can capture the true feeling of your property.
2. **Virtual tours** allow potential buyers to privately walk through your house on their own time and without any inconvenience to you. Online virtual tours are rapidly becoming the avenue for home shoppers to view properties and services before actually visiting. Our virtual tours not only connect buyers to your house but with the community surrounding it. They contain local city and school information as well as maps of the area.
3. **2D and 3D floor plans** can be easily coupled with still photos so that prospective buyers can view dimensions and actual images at the same time.
4. **Text Connect technology** provides instant information to interested clients. Buyers simply text specified number and instantly detailed property information is sent directly to their phone. This amazing technology captures the moment of curiosity and is quickly going to become the norm.
5. **Online exposure** to nearly 100 of the nation’s largest real estate portal sites including Google, Craigslist, YouTube, Trulia, Zillow, Facebook and much more.

My 360° approach uses the most efficient, captivating and productive resources available. I will provide the fastest return possible so you can move onto the next stage of your life adventure. Contact me today so I can customize a marketing approach that is as unique as your home.

**Place your  
Company  
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Your Contact  
Information Here**

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