



CURTIS
REAL ESTATE

7 STEPS TO SELLING YOUR HOME

A Curtis Real Estate Outline For How We Sell Your Home

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1.

FEES Don't over pay. Why pay a extra \$6,000 to sell a \$300,000 home when you are NOT getting anything extra. I will list, market no really market to people who want to buy a home, negotiate and sell your house for not 6% or 5% but 4%. (maybe this should be last and then say do everything in the list)

2.

DIGITAL MARKETING is the new curb appeal. If your potential buyers don't love your house online then you lost what used to be called curb appeal or the first impression. Remember 1st impressions are everything. I design a marketing plan so buyers want to buy your house before they see it in person. They know how your house flows, they know the things the make your house awesome and they want to buy it based on what they have seen online.

SELLING VIDEO Some people don't realize but the listing agent rarely if ever shows your house. If this agent doesn't show the house how to people know what makes it a amazing house. I will walk people around your house and SHOW them how great your house is from the comfort of the buyers home, work, phone or desktop. This video makes people interested in your house. Also video is the best media to attract buyers. Video gets more engagement then any other media format.

3.

PRICE Everyone loves the house they have and thinks it is the best house on the block. Agents will play off this emotion and promise you the world only to lower and lower the price over time. This isn't the best way to maximize profit. Let me show you where your house is mostly likely to generate the most interest and thereby generate the highest offer. The best price drives lots of interest and makes people think they are going to loose the house to the previous or next showing. Can you say bidding war!!!!

4.

5.

SHOWINGS Take showings serious. Leave the lights all on. Clean the house and make sure it smells good but not like you are coving up odors. Pick up clothes, clean bathrooms, open doors (i need to add more here)

6.

KNOW YOUR GOAL for selling. If you can accomplish your goal, sell your house, if you can't don't. To often people get caught up in only the price. Let us explain why your goal for selling is the most important thing to consider. When you are selling and buying this is even more important!

7.

PICTURES Do you know the difference between a iPhone photo, crop sensor photo and full frame photo. I do and we will photograph your house with a full frame camera with a wide (not fisheye) lens and merge the photos in HDR photos. Take a look at these four pictures and tell us what photo makes you want to buy this house. What do you want your houses first impression to be.

