

Preparing TO LIST



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MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01 EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

02 INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures. Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

03 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



Staging YOUR HOME



THE ART OF *Staging*

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which attract more online interest and showings. Ultimately, staging helps a home stand out among and potentially command a higher sale price.



STAGED HOMES
SPENT **90%** LESS
TIME ON THE
MARKET

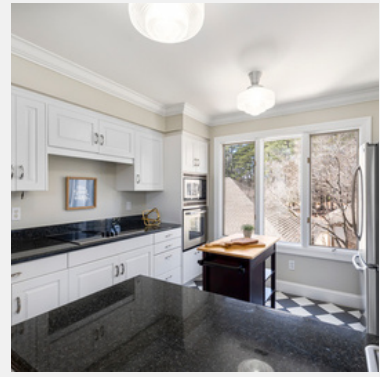
STAGED HOMES
INCREASED SALE
PRICE UP TO
50%

BENEFITS OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ INCREASED SALE PRICE
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ DISGUISES FLAWS OF THE HOME
- ✓ DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL
- ✓ CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

A lasting IMAGE





Real estate photography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. As your agent, I will ensure that your home will be shown in its best light.



QUALITY PHOTOS
ENJOY **118%** MORE
ONLINE VIEWS

PROFESSIONALLY SHOT
LISTINGS CAN SELL FOR
UP TO **19K** MORE

POTENTIAL BUYERS LOOK
AT PROFESSIONALLY
SHOT PHOTOS **10 TIMES**
LONGER THAN NON
PROFESSIONAL PHOTOS

INTERESTING FACTS



PROFESSIONAL *videography*

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT

REAL ESTATE LISTINGS
WITH VIDEO RECEIVE
403% MORE INQUIRIES

VIDEOS ATTRACT
300% MORE TRAFFIC
FOR NURTURING
LEADS.

INTERESTING FACTS

70% OF HOMEBUYERS
WATCH VIDEO HOUSE
TOURS

AERIAL *photography*

USING AERIAL PHOTOGRAPHY IN REAL ESTATE CAN SHOW BUYERS A MUCH MORE ACCURATE DEPICTION OF WHAT THE PROPERTY IS TRULY LIKE.



BENEFITS OF HAVING AERIAL PHOTOS

- ✓ PROVIDES VIEWS OF THE ENTIRE PROPERTY & LAND
- ✓ THE CONDITION OF THE ROOF AND OTHER PROPERTY FEATURES
- ✓ THE NEIGHBORHOOD AND SURROUNDING AREA, INCLUDING THE HOME'S PROXIMITY TO SCHOOLS & AMENITIES
- ✓ DEVELOPMENTS OR LOCAL DISTRICTS THAT ARE SUPPORTED BY THE BUYER'S PROPERTY TAXES

Virtual TOURS

A VIRTUAL TOUR IS A SEQUENCE OF PANORAMIC IMAGES THAT ARE 'STITCHED' TOGETHER TO CREATE A 'VIRTUAL' EXPERIENCE OF A LOCATION. ONCE CREATED, THE VIEWER IS ABLE TO EXPERIENCE WHAT IT IS LIKE TO BE SOMEWHERE THEY ARE ACTUALLY NOT



THE BENEFITS

- ✓ Virtual house tours allow potential buyers to check out every room and corner with a few mouse clicks. Compared to photos and videos, this technology offers a more accurate and immersive experience.
- ✓ Potential homebuyers don't like to wait. They want all the information now. A virtual tour allows every part of your home to be on display around the clock without disturbing you.
- ✓ Utilizing virtual tours, we can narrow in on the most serious buyers and give them a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.
- ✓ Your home will definitely stand out. A virtual tour exposes your home to a wider audience. Your home can be toured from anywhere at any time.

Property BROCHURES



5 BEDROOMS 4.5 BATHS 5,456 SQFT.

main level

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMODO TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.

EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.

kitchen

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finished lower level

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Property brochures have numerous benefits when selling a home. They provide buyers with a tangible and detailed representation of the property, including high-quality photos, detailed descriptions, and relevant information. Brochures can also showcase any unique features or upgrades of the home that may be overlooked in online listings. They serve as a leave-behind for buyers to reference after touring the property and can be shared with others who may be interested.