

Your Home Will Sell!

It will take...

- The right yard and exterior
- The right condition
- The right price
- The right marketing
- The right agent



Yard & Home Exterior Right?

It's very common for potential buyers (and even their agent) to drive by a home to determine whether or not they want to view the inside – many times the outward appearance of a home is the decisive factor that draws a buyer. A positive first impression by the buyer creates excitement and an interest to look a bit further supports the overall value of your home.

So, it's import to keep your yard in the best of condition as possible and looking fresh.

Curb Appeal Counts / Things That Do Make A Difference

- Keep shrubs trimmed
- Mow lawn
- Add mulch to plant beds
- Add colorful seasonal plants in pots if possible
- Power-wash moss or stains on walkway, steps and porch
- Put things away
- Fresh paint as needed
- Clean windows
- Clean the roof if needed
- New door mat

Make your home stand-out even from a distance. I have lots of ideas and names of capable contractors ready to help.



Right Condition?

The overall condition of your home should be spotless and ready to sell... small amount of work will add value for you in the sales price. Buyers are always asking themselves “is this home better or worse than the one that they just looked at.” To help your home stand-out in the crowd, the condition of the flooring, walls, kitchen and bathrooms are very important to evaluate. Often a simple upgrade or update will make a big difference to the buyer.

A Clean House Sells – Make Kitchen and Baths Appealing

- Paint if needed
- Clean windows
- Remove clutter
- Remove furniture so rooms feel larger
- Eliminate pet odors
- Re-caulk around sinks and baths if cracked
- Clean carpets

Hire a home inspector to evaluate the condition of all the major components of your home.

- No one wants a surprise just as we start to negotiate the value of your home. Consider making the corrections on the items that the inspector finds... it's usually cheaper for you upfront and it will make your home more attractive. I recommend that you have a copy of the pre-inspection on hand for all potential buyers and their agents since it expedites getting to “yes” quicker.

I have a detailed list of quality and reasonably priced licensed contactors who can help get the job done if need. As you will see in my marketing section, I always suggest and I pay for the cost to have your home professionally “staged.”



Price Right

The key to a successful sale lies in correctly pricing your home. It is proven that the first 30 days of a listing are the most important because it is the time in which your home is considered “new on the market.” If your home is not priced close to the fair market value you could miss this window of opportunity and compromise your net return on the sale.

Over pricing lengthens the time that your home is on the market, possibly resulting in a lower selling price than would have been obtained had the price been priced accurately from day one. In today’s Bainbridge Island Real Estate market buyers are looking for a bargain... the longer the home is on the market the more like an offer will be presented below even the fair market price.

The best approach is for us to work together to develop a pricing strategy based upon other Bainbridge Island homes that are similar to your home that has recently sold. Next we shall schedule a time to look at other homes that are currently listed to make sure that the price we establish will be perceived by our targeted buyer as the best value in their price range.

Most motivated buyers, even if they are not aware of it, play what I call the “Better or Worse Game” in their head when considering which home to purchase. If there are six homes of interest in a buyers price range they will quickly sort them by “better or worse” until they determine the “best value.” Let’s work together to make your home the best in its class!

“Sellers always set the price but it is the buyer who establishes the value.”

A thorough Competitive Market Analysis (CMA) is a great to start our discussion as to how to accurately determine the list price that draws a crowd of buyers from day one and provides you with the maximum possible net proceeds.



Marketing Right

Marketing Objective

“Showcasing your home to get the highest possible dollar value in the shortest possible time”.

Comprehensive Marketing Plan -

(Intentional, Adjustable, Unique, Timely with Clear Communications)

- Hire a professional home stager to prepare a list of items for your consideration that could help your home sell faster.
- Hire a professional photographer to create attractive high quality print and electronic media products for:
 - Multiple Listing Service (MLS)
 - Your Home Book
 - Fliers, newspaper & magazine ads local and out of state.
 - Featured as the “Bainbridge Home of the Week” Islander
 - Real Estate Now – Bainbridge Review
 - Prime Property – Bainbridge Review
 - Websites – Jimpeek.com & Johnlscott.com
 - The basis of a DVD with a virtual tour of your home
- Carefully identify and target the most likely of buyer for your home and the most likely agents to bring the offer.
- Customize the property descriptions depending upon who are the targeted buyers and the media being used. I will carefully craft descriptions of the features and benefits of your charming home that draw our target buyer right to your door step.
- Create a special home book for your home for buyers and another set for the agents that are most likely to bring the buyer.
- Promote all agreed upon open house events by mailing out postcards days in advance to prospective buyers.
- Display photos of your home in our sales lobby / office big screen TV.



The Right Agent Makes Measurable Difference



The Right Agent

Ask me for the list names of Sellers and Buyers that I have served... ask them personally what made our relationship and transaction(s) so special.

