THE 4-PART LISTING STRATEGY FOR HOMEOWNERS

Christopher Sandifer Properties has prepared this document in an effort to help our clients sell their homes for top dollar and get their listing sold quickly!

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ABOUT

Christopher and his team at Christopher Sandifer Properties are equipped to assist both potential home buyers/sellers and real estate investors. The team has an array of services and approaches to help you accomplish your goals while ensuring that your expectations are exceeded. With years of experience in the world of real estate you can rest assured that Christopher and his team of professionals will ensure you get the very most out of every buying, selling or investing experience.

FOR MORE ABOUT US CLICK THE LINK BELOW

WWW.CHRISSANDIFERBRAND.COM/REALESTATE

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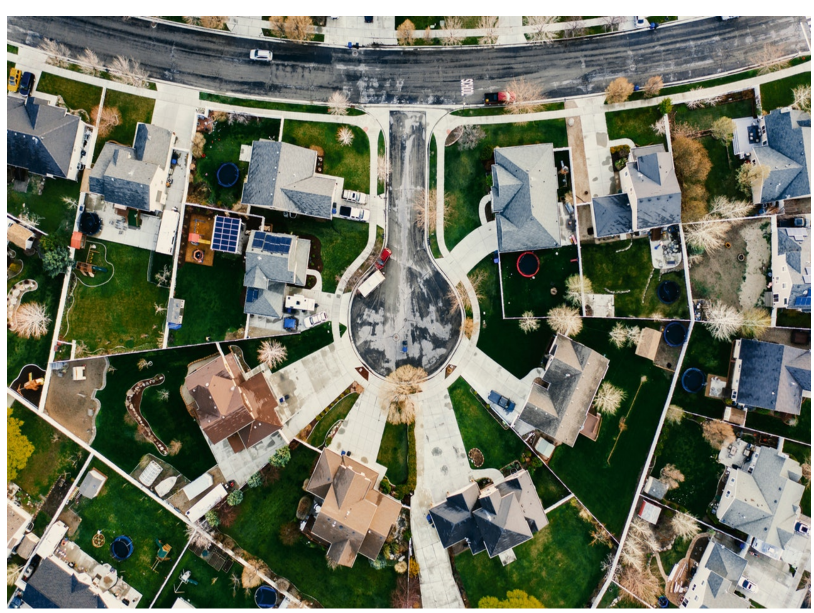
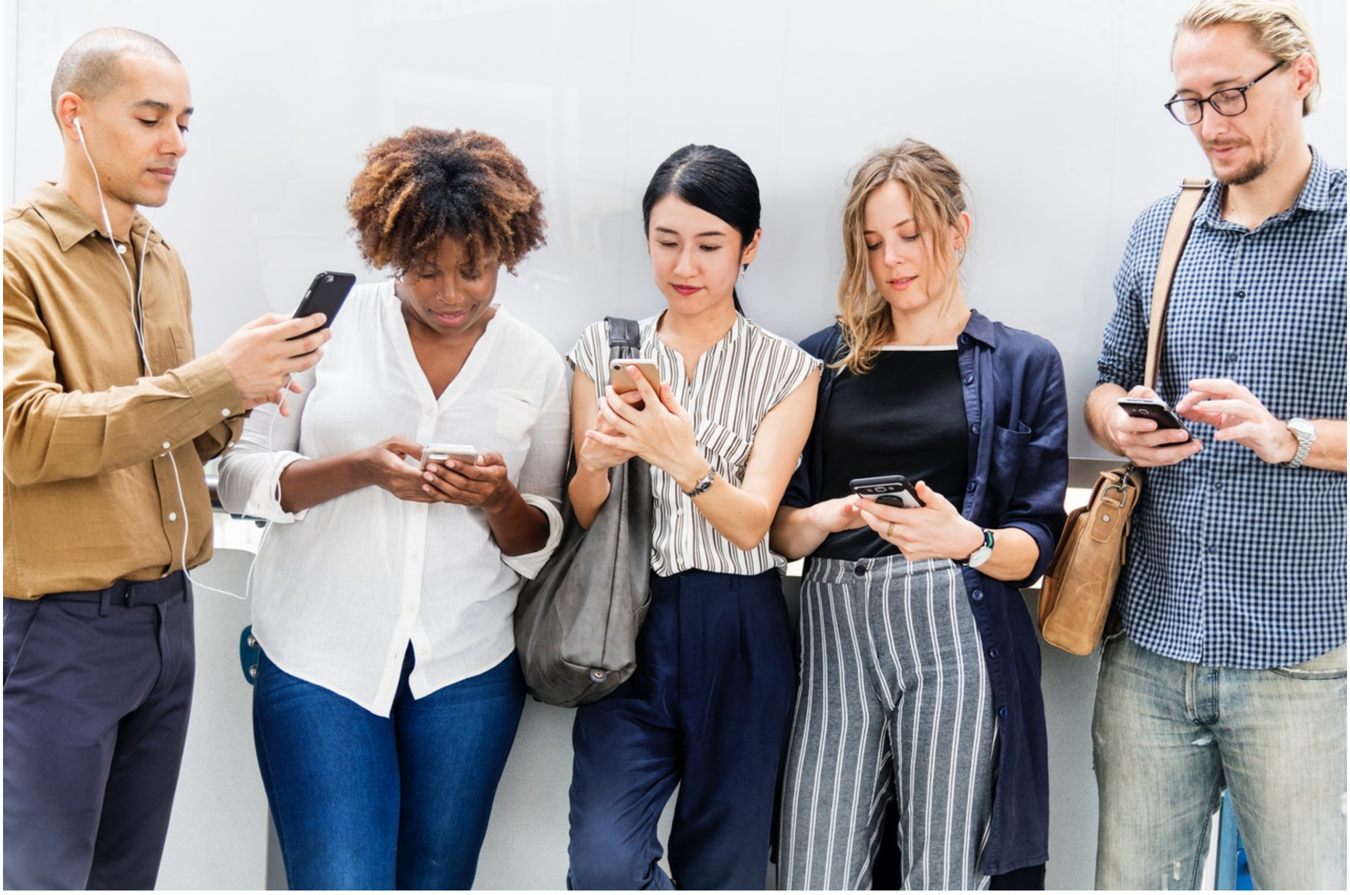
PRICING STRATEGY

One of the biggest problems that occurs when putting your home up for sale is overpricing the property or underpricing the property. It's extremely important to price the home closest to fair market value from the very beginning. Underpricing the property will make your buyer wonder why the price of the home is so low. Is there something wrong with the home? And many times it can make them want to add contingencies into the contract in case there is something wrong with the home. A common misconception when it comes to overpricing your property is that it will give you some more wiggle room to work with on the price. What typically happens is the home will then sit on the market and eventually a lowball price will come in to bring the price down and the home generally will just sit on the market for a longer time than needed. When you price your home at a fair market value from the beginning, you will get a number of buyers who will want to see your home immediately, and they will want to make an offer sooner because they know that the price is competitive and they will not want to miss out on this opportunity.



EXPOSURE

The typical strategy for most Realtors to help you get more exposure for your home is to put a sign out in front of your home, take pictures and upload them into the MLS and on Trulia & Zillow. If that is all you're focusing on then you are missing out on a large portion of your market of potential buyers. Our team is seeing over 80% of our leads coming from digital marketing. We have a number of strategies that have worked amazingly well for us when it comes to maximizing the exposure for the homes we list using digital marketing, more specifically, social media. Most people these days are searching online using their mobile phones and our office has a tested and proven digital marketing strategy to get your home in front of the right people.



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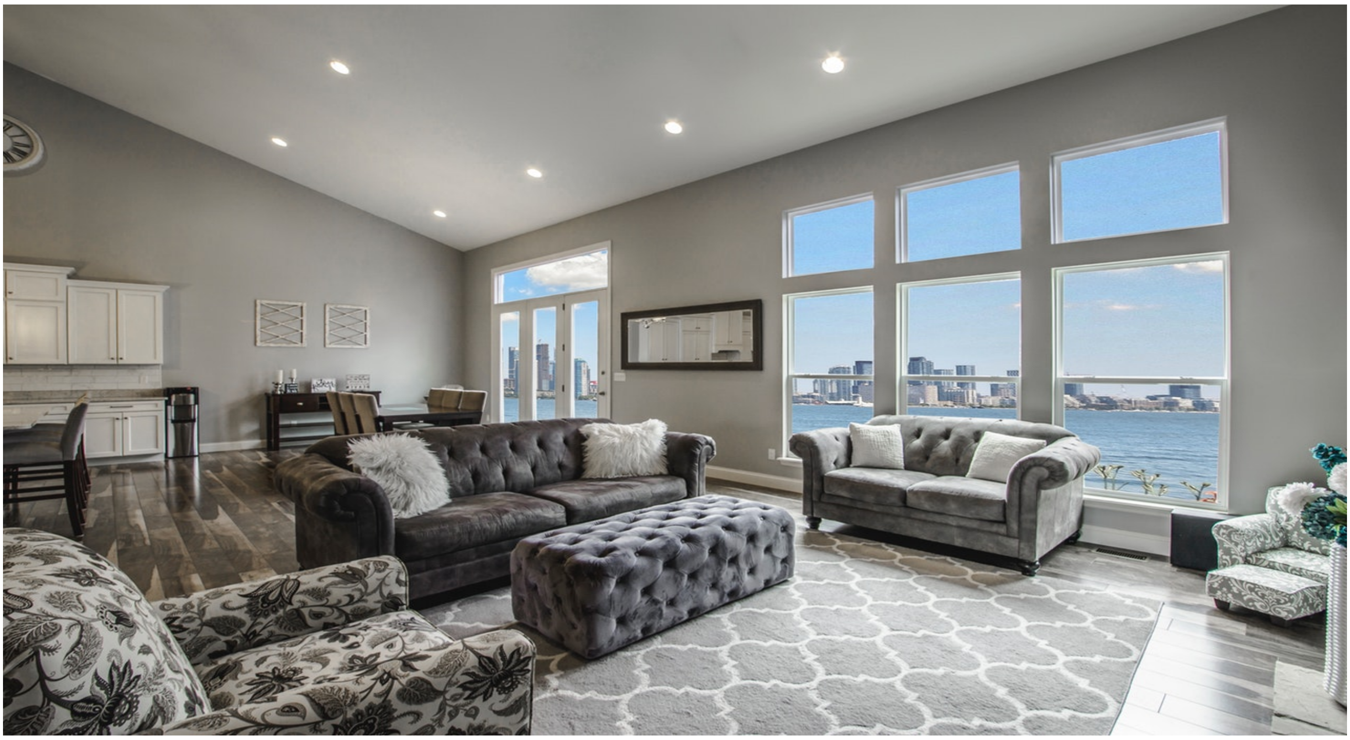
PRESENTATION

After listing your property, the presentation of the property is key. Take a Saturday and do some 'Spring Cleaning'. Vacuum your home, dust, clean all of the rooms, mow the lawn, etc. Make sure your home will present well when potential buyers come by. Your goal is to make your home look as 'move-in ready' as possible. So if you have your clutter all picked up and the home is clean, it will be easier for them to imagine themselves moving in your home at a sooner date. In our experience, massive home renovations just before the sale of your home or just before listing your home on the market do not help increase the value of your home. If you want to do that 5-10 years before you sell your home so you can enjoy it, then go right ahead and do that. Some minor upgrades that you can do that will help, are a fresh coat of paint on the walls and new carpeting. That will help the smell and will help your home look newer.



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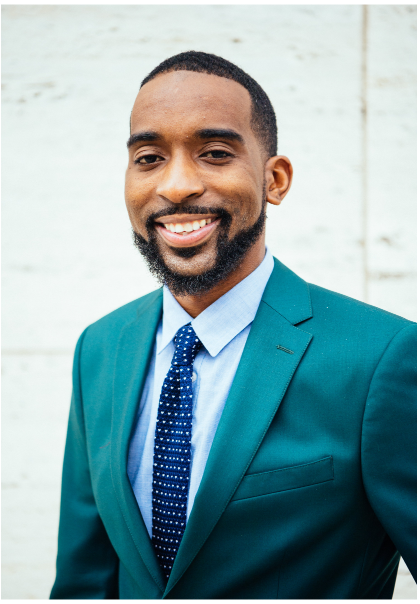
REPRESENTATION

Find someone you feel comfortable with who can represent you in the sale of your home. Not only someone you feel comfortable with, but someone who can negotiate and interpret all of the contracts that are in play. There are a lot of items in the contract that you will want to know how to best interpret. Like what kind of financing your buyer has, how much are they willing to put down to show they are serious about your property, how quickly can they close, what kind of inspections do they want up front, etc



CHRISTOPHER SANDIFER
LICENSED REALTOR

Christopher Sandifer PROPERTIES

Thank you