



7

**INSIDER
SECRETS
TO SELLING
YOUR
HOME**

**WITHOUT
SPENDING A LOT
OF TIME OR
MONEY**

The industry's best kept secrets to selling your home quickly and easily



DEAR HOME SELLER,

Are you considering selling your home but you're not sure where to start? Does the thought of listing your home and getting it show-ready stressing you out?

My name is [agent name], and I'm committed to making sure that your home selling experience is as painless as possible. My team and I have been helping home-owners all over the East Bay sell their homes quickly, easily, and at the highest price possible.

To get you started, I've created a list of the industry's best kept secrets to prepare your home to sell quickly, without any stress and for top dollar.

So sit back and relax. I'm here to help.

Your Journey Towards Getting **TOP DOLLAR**
For Your Home Begins Here.

Sincerely,

Ajeenah Crittendon

Realtor, Owner Broker

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INSIDER SECRET #1:

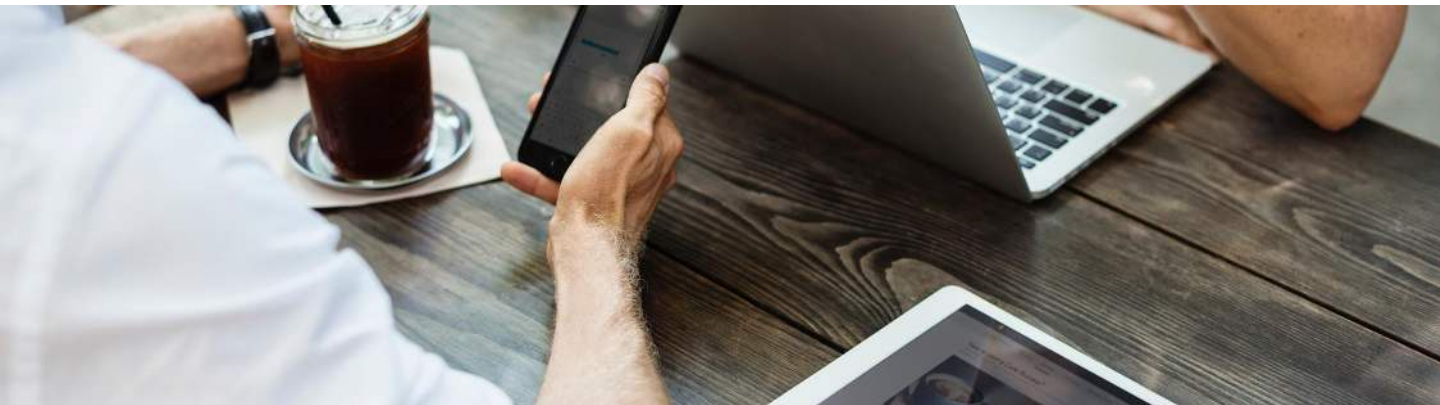
YOUR PRICE IS CRITICAL

When it comes to [LOCATION] Real Estate, I know what sells and what doesn't... and often, the reason is price. Correctly pricing your home is the single most important factor in preparing your home for sale.

In fact, price makes up 75% of the marketing because in most cases, price is what attracts potential buyers to your listing in the first place.

With that in mind, the internet has opened a wealth of information on property sales history and data, so buyers are better informed now more than ever. Some search for months, scouting potential home candidates based on their features, location, and – you guessed it – price.

Buyers know when a home is priced fairly, and will make a decision quickly whether it's worth seeing or not. Since it's critical to get it right, here's a look at my top pricing strategies for 2018:



PRICING STRATEGY #1:

PRICE AT MARKET VALUE

This is the safest strategy to get a good price and sell quickly. To determine the market value of your home, I look at:

- comparable listings on your street and in your neighborhood;
- recent sales of similar properties in your and nearby neighbourhoods;
- current market conditions;
- the finishes, condition, and size of your home; and
- its location – what's happening in your area now and what's expected to change in the foreseeable future.

PRICING STRATEGY #2:

PRICE BELOW MARKET VALUE AND HOPE FOR A BIDDING WAR

This can be an effective way to generate enough interest in your home that multiple Buyers want to make an offer on your home, thus driving up its price.

PROCEED WITH CAUTION...

Pricing your home below market value with the intent of getting multiple offers is primarily effective in a Sellers Market and when there is a limited supply of your type of property for sale.

That is, it may work well for a detached house in a great neighborhood, but may not necessarily fly in the condo market where there is ample supply.

A HORRIBLE STRATEGY:

PRICE ABOVE MARKET VALUE AND PRAY

There's plenty of evidence out there that proves that properties that sit on the market because they are priced too high end up getting a lower price than they would have, had they priced otherwise.

A home that's priced above market value will be overlooked by qualified buyers because they recognize they can get better value elsewhere.

**Want To Find Out How Much
Your House Is Worth In 2018?**

IT MIGHT BE WORTH MORE THAN YOU THINK!

Click here
to get your instant
home evaluation
IT'S 100% FREE



INSIDER SECRET #2:

CURB APPEAL MATTERS

You never get a second chance to make a good first impression, so don't underestimate the power of an appealing front exterior. This is the first thing buyers see when they visit your home; make their first impression last.



PRO TIP

Most people have already made up their mind about your home before they even step foot into it. If they see that your lawn isn't cut or there are cracks in the windows, they'll assume that you haven't taken care of the interior either. That could mean big bucks for them to fix.

The emotions your buyers feel when they walk up to your property will follow them throughout their entire viewing experience.

To make your prospects fall in love with your house from the get go, ensure the following:

- Lawns mowed
- Patio furniture clean and uncluttered
- Bicycles, children's toys, etc. stored neatly
- Driveway and sidewalk clear of debris
- Trees pruned, hedges trimmed
- Flower beds weeded and tidy
- Dead plants replaced

TIP

***Note:** Having healthy flower beds and plants is a great way to make your home more welcoming, but for some buyers, this means high maintenance.*

Consider using flower pots, and plant sparingly, to give the appearance of an easy to maintain landscaped property.

INSIDER SECRET #3:

KITCHENS SELL HOMES

So you thought you were selling a home? Nope. You're selling a kitchen! That's right! The kitchen is the heart of the home and for many buyers, it's what sways them to write up an offer.

If you have an outdated kitchen, don't worry. You don't need to spend a fortune on renovations. A few inexpensive fixes can bring any old kitchen to life.

Consider replacing the hardware on your cabinet doors, installing a new faucet, and adding a fresh coat of paint. If your countertop is desperate need of fixing, a low-cost laminate countertop from Home Depot can make a world of difference. While you're at it, de-clutter that countertop and get rid of any old appliances (blenders, juicers, etc.) to give the appearance of more prep space. If your cabinets are in rough shape, take a weekend and paint them to freshen them up.




TIP

If your appliances are seriously outdated and you have a bit of extra money, consider replacing just one with a high-end stainless steel appliance (a new fridge for example). A single high-end appliance will give your buyers the appearance that everything else is more higher-end than it actually is.

INSIDER SECRET #4:

LIGHTING DOES WONDERS



Good lighting is one of the biggest desires that most buyers are looking for. Think about it. Have you ever walked into a house and said, "This house is so dark" or "Wow, it's so bright!"? It's just one of those things you notice right away.

Fixing the lighting in your home is one of the easiest but most effective upgrades you can make. Best of all, it doesn't cost a lot of money and it's a quick fix.

Here are a few things you can do to improve the lighting in your home:

Take down any old, dark drapes and clean all of your windows inside and out. Replace all of your light bulbs with higher wattage bulbs using a warm white color.

Cut any overgrown plants outside that might be blocking any sunlight.

Replace any old lamp shades or add new floor lamps in rooms that are darker. Make sure that all of your lights are working, especially in darker areas like basements, dens, and rooms without windows.

TIP

If you want to get fancy, replace your entrance light and hallway ceiling lights with updated fixtures. You don't need to spend a lot of money, but the modern chandelier in the entrance will impress your buyers as soon as they walk into your home.

INSIDER SECRET #5:

UPDATE, DON'T RENOVATE

If you don't have the budget to renovate, focus on simple and inexpensive fixes that you can quickly tackle on your own.

A new coat of paint will go a long way to freshen up and brighten your home. Replacing door handles, cabinet hardware, old light fixtures, yellowed air duct plates, and outdated mirrors are all simple updates that are inexpensive and easy to do.

Have any unfinished projects? This is the time to wrap them up and showcase your home at its best. Fix those leaky taps and closet doors that have fallen off their tracks – buyers will check these!

Removing the old dated popcorn ceiling can have a significant impact on your home. Though this is a slightly more advanced project, it is not all difficult. There are plenty of YouTube step-by-step tutorials, [like this one](#) that guide you through achieving a polished, smooth-surfaced ceiling on your own.

Most importantly: Clean, clean, clean! Even an outdated home that is spotless can show really well. Scrub the grout in the bathrooms and remove the cobwebs from the basement. You want to go top to bottom without missing a single spot.



TIP

How a home looks and feels will affect a Buyer's perception of how much it's worth. But there's a lot you can do to influence that perception.

Take care of the *small details*, like scuff marks on your walls or dark spots on your carpet, to get top dollar for your home.

INSIDER SECRET #6:

STAGING IS KEY

Did you know that staging your home can potentially increase its value and sell it faster?

Numerous studies have proven that a staged home will typically spend less time on the market, fetch more money, and appeal to more buyers, than if it were not staged.

Yes, hiring a staging company or renting furniture can be costly. But adding visual appeal, warmth, and beauty to your home doesn't have to be. If you don't have the budget to hire a professional, consider the following:

THE KEY TO STAGING IS DE-PERSONALIZING AND DE-CLUTTERING.

- ❑ Pack away family pictures, unused toys and religious artifacts. Create a blank canvas for buyers to imagine their belongings in your space.
- ❑ Remove large furniture from small spaces to convey a feeling of openness.
- ❑ Add new pillows & throws to your chairs and beds to add warmth to your living and bedrooms.
- ❑ Set the dishware and add fresh cut flowers to the dining table to create a feeling of welcome and entertaining.

Staging can help you sell your home faster and possibly even fetch a higher sale price. If you want to get it listed & sold quickly, staging your home is an important part of the process.



INSIDER SECRET #7:

MARKETING MATTERS

One of your real estate agent's most important jobs is to ensure your home is visible to Buyers. Thus, it's crucial the marketing plan for your home includes:

Online Marketing



A whopping 92% of buyers begin their search for a home online, so being found on the web is critical. However, listing on the MLS is only half the battle. Make sure your agent knows how to use other websites, such as their office or personal website, to your advantage.

A savvy Realtor will also promote their listings to their network of other agents and potential Buyers via email or social media accounts.

Exposing your home to as many online avenues as possible will increase your chances of bringing traffic to your home, which in turn could mean a higher sale price.

Great Photography



It pains me to see photos of a home that have clearly been taken by a Realtor using their phone's camera. Too many a time have I noticed blurry shots or bad lighting.

Since the majority of buyers will see your home for the first time online, you need photos that will capture their attention.

That means photography at angles that highlight your home's best features. And an agent that realizes that it's better to have a few fantastic shots of your home rather than a bunch of crummy ones just for the sake of adding pictures to your listing.

Print Marketing



Your agent should print feature sheets for your home so that any potential Buyers who see it will have information and specs to takeaway.

Open Houses

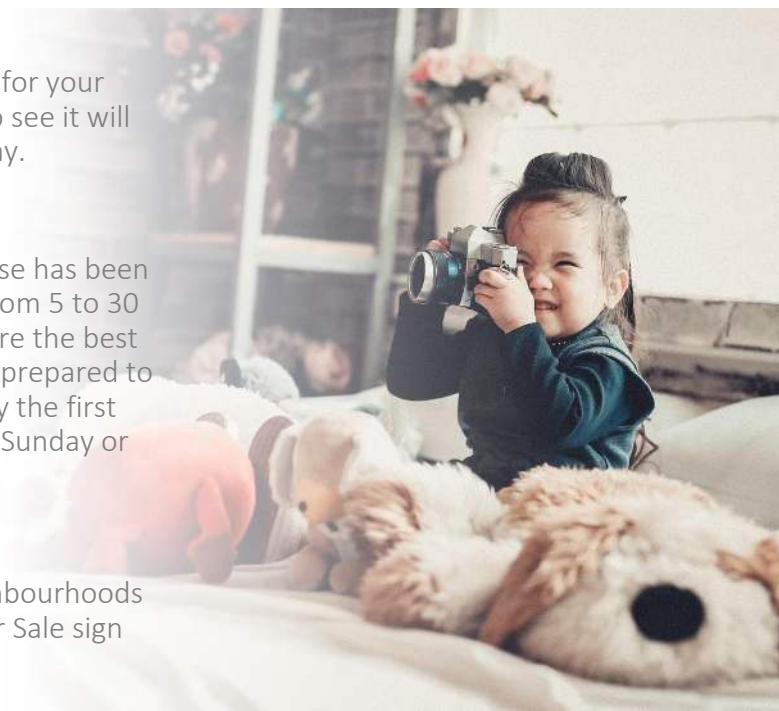


Depending on how well your open house has been promoted, you can expect anywhere from 5 to 30 or more people to attend. Weekends are the best days to bring in the most guests, so be prepared to leave your home for 2-4 hours – usually the first weekend after it's listed - on Saturday, Sunday or both days.

For Sale Signs



Buyers tend to cruise their target neighbourhoods in search of their dream home, so a For Sale sign on the lawn is always recommended



BONUS SECRET:

CHOOSE THE RIGHT REALTOR



Don't put your biggest financial asset at risk by selling with the wrong agent. Make sure to pick the right agent.

THE RIGHT REALTOR WILL:

Work around your schedule

Be wary of the agent whom selling homes isn't their full time job. A committed Realtor eats lives and breathes Real Estate. And more importantly, they've got skin in the game. Their livelihood and kid's college tuition is riding on them, so they'll move mountains to make you happy. A part-time agent simply won't have the time or motivation to full steam. Nor will they understand that Real Estate is not your regular 9-5 business. The right agent will work around your schedule, mornings noon and night to make sure your home gets sold.

Set realistic expectations

The average time to sell a property in [Location] in the first half of 2018 was around [x] days, so don't stress if your home isn't sold in the first [week]. A good Realtor will give you honest feedback about the condition of your home, even if it's not what you want to hear. They'll keep you fully informed about market activity and competition so you can properly prepare yourself for likely outcomes.

Advise you that less is more.

Keen buyers (and their agents) have mastered the subtle art of snooping at Sellers online before making an offer. Don't insinuate, in any way, that you're desperate to sell your home. Don't spread the news on Facebook that you bought a new house (before your current one sold.) Don't Instagram you're 2.5 weeks away from having a baby. Don't tweet about the unfortunate fellow who bought your home for \$60k over everyone else's offer. Be socially discrete.

A STRESS-FREE SELLING EXPERIENCE

When it comes to selling your home, I've got you covered.

I target your demographic and reach out to your Buyers. I problem-solve. I negotiate. I make Buyers fall in love with your home. I get you the best price for your home. And I guide you through every step of the way.

If you'd like to get to know me more, the feeling is mutual. Feel free to give me a shout any time.

Sincerely,

Ajeenah Crittendon

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Here's what past clients had to say:

"Selling my home required the expertise of a competent and skilled agent. James exceeded my expectations and was able to sell my home at a higher price than I anticipated." - Teresa P.

"James streamlined the selling process by helping us properly prepare our house for sale. He gave us his personal cell # to call/text him directly, as well as regular updates on showings, feedback, marketing activity, and competition. Best of all - He sold our house in just 6 days!" - Steven and Amelia R.

MAKE SURE TO CHECK OUT OUR LATEST LISTINGS

<https://TheParadigmRealtyGroup.com>