

Listing Your Home So It Will Move!

The Essentials!

www.CallDannyToday.com

1. Enticing Photographs

- Great photographs are crucial for a good listing! It's time to de-clutter, brighten it up, and think about staging!

2. Price Changes that Work (Let's Explain)

- Price changes aren't always an arbitrary matter. Think about the buying process...
 - If your home is listed at \$227,000, it won't show up in buyer searches for homes priced between \$200,000 and \$225,000. Even if you lower your price by \$1,000, your home still won't fall within their search criteria. Lowering your price to the next major price bracket (lowering it here to \$225,000 or \$224,999) will place your home in many, many more buyer searches.

3. Flyers

- Flyers grab buyers' attention by providing immediate details about your home.
 - Have you ever noticed a house for sale and wondered how many bedrooms it has or what the price is? Chances are, you didn't write the address down to look it up!