



# SELLERS

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Selling is a much different process than buying, and requires a start-to-finish mindset. In addition to stellar marketing and hyper-local market knowledge, here are just a few ways I help my sellers maximize their efforts and earn top dollar in the shortest amount of time.

## **PREPARE.**

Preparing your home to go on the market can end up seeming like a never-ending to-do list. By keeping up with current trends and topics, I use my relevant experience and knowledge to guide my sellers with realistic suggestions for what to do, what not to do, what to spend and so on.

## **PRICE.**

From suggesting a list price during our initial time together to right before we hit the market and beyond, I take the time to thoroughly understand your neighborhood and the local market to ensure that we are both strategically priced and competitively positioned for maximum return on time and money.

## **IMPRESS.**

“The difference between something good and something great is attention to detail.” I believe this to be inherently true, and maintain this concept from start to finish. Marketing your home effectively begins by making sure all of the details have been taken care of. Professional cleaning, staging, photography and videography are just the beginning when it comes to making your home truly shine.

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**MARKET.**

In addition to professionally designed flyers and an incredible online presence, I make sure that my sellers understand the difference between passive and active marketing. My job of selling your home extends beyond beautiful marketing materials - which of course you will always have - and enters the realm of waking up every day asking the question, "How will I sell this home today." I take my role seriously and remain a constant ambassador of your home to each colleague and potential buyer I encounter.

**ADVOCATE.**

Strongly negotiating on behalf of my clients for the very best outcome possible is what I do. But who I am is your advocate. I work hard to make sure you are taken care of in every way, from start to finish.

**COMMUNICATE.**

"They communicated too much..." said no one ever. After years of experience I know without a doubt that one of the key differences between a good outcome and an extraordinary one is solid communication. During the process of selling your home, there are many steps - some that are anticipated, and others that are total surprises. When either occurs, I commit that you will always know what's going on.

