



Marketing Your Home *for a successful sale*

JoAnn Echtler, Realtor®



Marketing your home isn't as simple as posting it online and throwing a "For Sale" sign in your yard.

My goal when marketing your home is to increase awareness, attract interest, and get more potential buyers through the door. Here's my step-by-step process to marketing your home effectively.

MARKETING YOUR HOME: STEP ONE

PRICE IT RIGHT

Wondering if you should price your home in line with the market or bump it up a little "just to see what happens?" Here's the answer: Overpricing your home (even by a few thousand) is the #1 way to sabotage your chances of getting top dollar for your home. Here's why:

- Buyer agents know what your home is worth and if a home is overpriced they're going to say so. A home priced correctly will ALWAYS generate more interest and sell faster.
- If you price your home higher than what it's actually worth, it may not appraise by the buyer's lender, and we risk losing a contract or going back to negotiations. If we go back on the market, that's a bad look for new potential buyers.
- The longer the home sits on the market, the worse it looks to potential buyers.

To get an accurate price on your home, I will gather data and help you analyze comps, location, size, age, condition, updates, and other factors that point to a price that will strike the right balance between current market conditions and the features that make your home attractive for buyers.



MARKETING YOUR HOME: STEP TWO

PREPARE YOUR LISTING

Before we have a professional photographer and videographer come to your property, it's crucial that we properly prepare. Our goal is to sell your home for the most amount of money possible, in the shortest amount of time. Here are some tips for maximizing your return on investment:

- Focus on curb appeal. First impressions matter so make this one count. Consider pressure washing, fresh paint on doors and shutters, replacing house numbers, and a new mailbox. And of course, clean out the flowerbeds, spread fresh mulch, and plant some seasonal flowers.
- Make sure your kitchen shines. Kitchens sell houses, so make yours stand out by clearing out the clutter and updating the hardware. And please, please, please, make sure it's clean!
- Reduce furniture and decorations to a minimum. Too much or too big furniture will make your rooms look small and choppy. Arrange the furniture in a way that makes each room feel spacious, homey, and easy to navigate.
- Depersonalize your home. Remove all the family photos, keepsakes, refrigerator art, toys, and personal items in the bathroom. You want the buyer to easily envision themselves in your home — not you in your home.





SOMETHING TO CONSIDER

According to the National Association of Realtors, 37% of contracts fall through because of repair issues that sellers could have addressed before listing their property.

Once your buyers go under contract, they'll most-likely have inspections done on the property. If they are financing, the home may need to pass the inspections in order to obtain home insurance and secure the loan. Because of this, consider making any repairs to your home prior to putting it on the market.

If it's recommended, schedule a pre-sale inspection. Then you'll know precisely what needs to be addressed from a functional standpoint. Invest in repairing major systems first. Think HVAC, plumbing, roofing, foundation, or electrical issues. I can give you some trusted home inspector contacts if needed.

MARKETING YOUR HOME: STEP THREE

PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

The photos & videos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we capture high quality, professional photos & video of your home showcasing the best qualities and features.

I work with one of the top local real estate photographers to capture your home in the very best light. This service is just one of my investments in the marketing of your home. Below are some samples from photographers we use.



MARKETING YOUR HOME: STEP FOUR

GOING LIVE ON THE MLS

My team and I will gather information about your home to understand its unique selling points.

A detailed, professional listing description will be written that highlights your home's best features and helps potential buyers envision themselves settling in.

Once your home is live on the MLS, it will be syndicated to thousands of websites (like Zillow & Realtor.com). Immediately, many buyers searching online will see your home. This is why our team is strategic with when and how we go live on the MLS.



More than ninety-five percent of home buyers used the internet to search for homes.



Photos were the most useful website feature to nearly 9 in 10 buyers under the age of 57

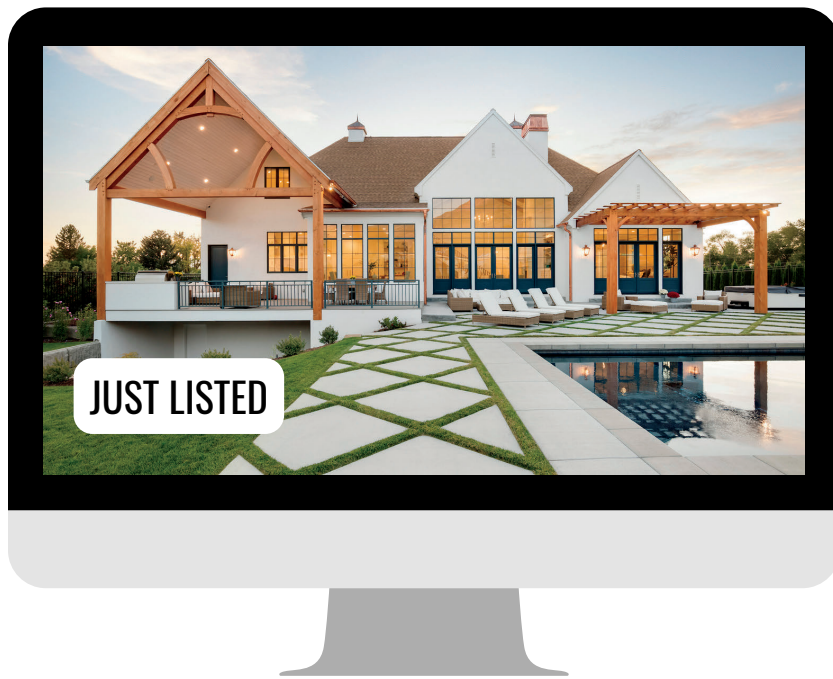
SOURCE: NAR HOME BUYER AND SELLER
GENERATIONAL TRENDS (2022)

MARKETING YOUR HOME: STEP FIVE

ADDITIONAL MARKETING

Once your listing goes live, it will be syndicated to 1000+ real estate websites and blasted via email to any potential buyers who have opted for email notifications when a listing such as yours hits the market. In addition, you can expect your listing to be marketed via:

- Professionally Shot Video Tour
- Reverse Prospecting to agents with qualified buyers in the local area
- Targeted Facebook Ads
- Facebook Post: 700+ local followers
- Instagram: 780+ local followers
- Local Facebook Groups
- Public & Agent Tours
- Traditional Marketing such as Postcards and Flyers
- Yard Signage
- Virtual Tours



THE RESULTS

PREVIOUS LISTINGS & RESULTS



237 GABRIEL DRIVE

Listed for \$839,000
Sold for \$875,000

Seller Review:

"Yes...5 stars across the board for JoAnn. JoAnn helped us purchase the same home she helped us sell. In this crazy market she had a great strategy and made us feel comfortable throughout the entire process. Not just a 5 star realtor but a wonderful person that we became friends with and very sad to leave. We will continue to recommend JoAnn to anyone buying/selling in the area." - Brian and Missy Stussie



106 BOYD LANE

Listed for \$875,000
Sold for \$875,000

Seller Review:

"We had an excellent experience selling our home with JoAnn Echtler. She gave us great advice staging our home and published very good pictures and descriptions. Our home sold in one day!" Phil and Deb Boyd



THANK YOU!

Thank you for potentially trusting me with the marketing & sale of your property. I would be honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable and at ease every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.

NEXT STEPS

- ✓ Review & sign listing agreement
- ✓ Determine list price
- ✓ Schedule photographer/ Videographer

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