

PRICING, PRESENTATION, PROMOTION

Where's the Value?

Price is for the Buyers Benefit

Leave Something For The Buyer

Beat The Competition

Sell Quickly

CMA
Comparative
Market Analysis

Prove It's Worth It

Don't Be Greedy

Buyers Due Diligence

Bank Appraisal

ATTRACT
Home
Buyers

ATTRACT
Realtors

Give A Deal To Get A Deal

Real Property Reports

Permits

Pre Listing Home Inspection



PRICING, **PRESENTATION**, PROMOTION

CLEAN It

PACK It

Paint It

Remove It

Repair It

Replace it

Fix It

Awesome
Curb Appeal

Show
Home
Ready

Move In
Ready

De Clutter

Home
Staging

**The PRICE
Is RIGHT!**

Real
Property
Reports

Permits

Pre Listing
Home
Inspection



PRICING, PRESENTATION, PROMOTION

PHOTO'S

By a Professional

Ad Copy

By a Professional

MLS

Multiple Listing Service

Websites

Lawn Signs

Benefits

Just Listed
Signs & Post Cards

Features

Awesome
Curb Appeal

Flyers

Open
House

**The PRICE
Is RIGHT!**

Home
Staging

Permits

Pre Listing
Home
Inspection

Real
Property
Reports

Lockbox

ShowingTime



NO BUYERS

Above
Market
Price

Market Price Range



Market Price Range

Below
Market
Price

Buyers