

Essential components of our marketing plan

We know that when you are selling your home, you have many concerns besides simply placing a “Sold” sign out front. You may worry about how quickly you can sell a home or the process of selling itself. Below are the top five concerns of most sellers:

1. Making the sale.
2. Selling the home in a reasonable amount of time.
3. Realizing the right price for the home.
4. Agreeing on good terms for the sale, with no unreasonable requests or stipulations.
5. Selling with a minimum of inconvenience.

We want to help you reach that goal of selling your home while satisfying your other concerns, too. In order to do this, it is essential that together we create and implement a successful marketing plan.

THE PLAN

Consultation – Your cooperation is essential in making this marketing plan succeed. Let’s agree to work together to find available time to contribute to the selling process, to be flexible with availability, and to be reasonable with requests. What makes us such great agents is that we understand you lead a full life - we have families and lives, too.

A Home, not just a House – The little details that have made your home a home is what will create a dynamic, attention-grabbing listing in the newspaper or online. Focus on what makes your home unique; these strengths, often intangible, will interest buyers and eventually become the selling points of your home. You should also be aware of your home’s weaknesses, such as an aging furnace or limited closet space, so that the listing price is realistic.

Showing Your Home... Dangers and Alternatives - A Truehome agent is committed to showcasing your home to qualified, interested buyers, through exposure on the MLS system, featuring

it on Truehome’s web site, newspaper advertising, and facilitating private showings of your home. There are current practices used by other real estate agents, such as posting virtual tours online and publicly announcing open houses, that we feel can be a danger to you, your family, and your property. We offer safe alternatives to these practices that generate just as much if not more interest from serious buyers.

Communication – As your property approaches a closing, many parties will become involved in the transaction, including lenders, lawyers, and inspectors. It is important to have a central communication hub through your Truehome agent to coordinate efforts and make the transaction go as smoothly as possible and to keep you informed throughout every step of the way.

Disclosure - There are many steps a seller has to undertake before a sale can be completed, such as disclosing all material defects, including lead-based paint. Your agent will show you what you need to do and provide you with the forms needed.

Our Commitment Throughout

From the initial consultation to the closing, we pledge to you to do all we can to sell your home by helping you make smart housing decisions and to ensure that you are a satisfied client.