

LISTING TIMELINE



This Timeline is Designed to:

- Prepare your home for market
- Structure and implement a multi-faceted marketing campaign
- Design marketing materials to help Buyer's Agents understand
- Outline next steps on the road to settlement

SOCIAL MEDIA PRESENTATION



SOCIAL MEDIA PRESENTATION

Sell the Neighborhood
Sell the House



Recommended
Day Itinerary



SELLER CHECKLIST

Tips to Get Your House Market Ready

Preparing your home for the market is one of the most crucial investments you can make to ensure both a swift sale and maximum profit. Start with deep cleaning and decluttering every room, as buyers need to envision themselves living in your space, and general home care like painting. Fresh paint is almost universally loved and gives an instantly modern feel to your home and makes it look more in tune.

Don't overlook soft appeal. Your front yard and walkways create that all-important first impression, so consider power washing sidewalks, planting seasonal flowers, and ensuring your lawn is well-maintained. Inside, focus on making rooms feel spacious and bright by opening curtains, adding enough lighting, and removing excess furniture. Minor repairs like fixing squeaky doors, replacing burnt out bulbs, and caulking around tubs and showers show buyers that you've maintained the property well.

Finally, consider staging key areas like the living room and master bedroom, or professionally staged homes typically sell 75% faster and for up to 10% more than non-staged properties, making this investment pay for itself many times over.

- Thoroughly deep clean your home
- Remove/pack any personal and/or valuable items
- Curb Appeal, Curb Appeal, Curb Appeal
- Fix/replace any obvious items that need to be addressed
- Consider using a professional staging company
- Order an appraisal to have a clear understanding of your home's value in today's market
- Have an inspection done so you do not have any unexpected surprises when you do have an offer

WHAT TO EXPECT

With me as your Real Estate Professional

As your dedicated real estate professional, I bring 30 years of executive sales leadership directly to your property journey. While other agents juggle dozens of clients, you get my undivided attention and personalised service from me throughout the entire buying and selling process.

I don't just list properties, I strategically position your home to maximise profit potential. Through professional-grade video cinematography, drone-viewer tours, listing website, and social media presence, and expert marketing strategies, your property reaches the right buyer at the right time.

My deep understanding of the market, paired with insider knowledge from one state of highly awarded agents, gives you the competitive edge you need. Whether you're buying your dream home or selling the business you've built, I leverage market trends, local demand insights, and proven negotiation expertise to deliver results that exceed expectations.

When you work with me, you're not just getting an agent, you are getting a professional who will be committed to making your real estate goals a reality.

- Dedicated to you and your home
- You will not have multiple agents to deal with
- Professional level video and still photography
- Professional listing website
- Social media presence and marketing
- Apart of a team of highly experienced and successful agents
- Professional recommendations to maximise profit potential
- On top of market trends, demand, and localised information
- Extensive executive sales leadership and negotiation expertise