

ARE YOU FIT TO SELL?



RE/MAX has created a program that you can review with sellers to improve your chances of securing their listing and selling the property quickly for top dollar.

Recent research by **RE/MAX** shows that most agents are not meeting sellers' expectations in one of their top three drivers of agent value—preparing the home for sale. Nearly half of all agents working for the seller played a very small role or no role at all in advising sellers how to prepare their home to sell for top dollar.



When it comes to making the listing presentation, you want to differentiate yourself from other agents. How do you do that? There are many ways that you can show the homeowner that you are distinct and have a unique approach to selling their home for top dollar. One of those ways is to talk to the homeowner about preparing their home for sale. Selling a house in today's market involves more than just tidying up and putting a sign on the front lawn. First impressions are paramount. Buyers are savvy, know what they want, and are willing to pay for it. Sellers need to be involved in the process and become a member of your team. You need to explain to the homeowner that preparing their property for the current real estate market will help you sell their home faster and for the most money possible.

When it comes to selling your listings there are 3 major factors that come into play: condition, price, and location. Buyers are reviewing more and more information on the Internet before they visit properties. The biggest decision for a buyer regarding the house is often made before they see it, and this is based on location and size for the asking price. If these criteria are met, then the buyer is one step closer to putting an offer in on your listing. Condition is the largest factor that you can influence.

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CHECKLISTS



RE/MAX has created video clips and checklists for you, featuring the popular staging expert Carla Woolnough on:

- 1. Condition, Price and Location
- 2. Getting the Listing
- 3. Ensure a Quick Sale

RE/MAX has also created video clips and checklists for you to review with your clients. Also featuring Carla Woolnough, on the top 10 priorities for preparing a property for sale.

- 1. Air Quality/Odor/Pets/Holidays
- 2. Curb Appeal
- 3. Depersonalizing
- 4. Flooring
- 5. Furniture Placement and Lighting
- 6. Home Inspection
- 7. Main Selling Rooms
- 8. Paint
- 9. Pre-packing/Clutter/Editing
- 10. Updates and Repairs

Watch the video clips and utilize the checklists that **RE/MAX** has prepared for you at

BestAgent.ca



howtostageyourownhome.com