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SECRETS TO SELLING YOUR HOME FAST

THAT THE AVERAGE AGENT DOESN'T USE
WHEN MARKETING YOUR LISTING

JILL CARPENTER



Hi There,

I'm so glad you're here. I want to welcome you to my site, and I hope you'll find it helpful as we work together on selling your home.

In this guide, I'm going to show you some of the strategies and tricks that have helped me get results for my clients—and make sure they sell their homes fast.

When you're ready to sell, what's most important is getting the best price possible for your property in the shortest amount of time. That's where I come in!

Over the years, I've learned a lot about what works and what doesn't when it comes to selling homes.

In this guide, I'm going to share some of those strategies with you—so that when you're ready to sell your home, you'll know exactly what steps to take next.

If you're ready to start selling your home, or if you want to know more about my approach don't hesitate to reach out!

Let's do this!

JILL CARPENTER





SECRET #1

PROFESSIONAL PHOTOS

As someone who takes my job as your real estate agent very seriously, I understand there are items I have control over and items I don't. An item I can control is how your house looks online.

That's why all my listings receive professional photography.

When a potential buyer looks at your property online, my job is to get them into your house. I want them to get excited about seeing your home in person.

The right photos can make or break a buyer scheduling an appointment to tour the house.

In addition to the professional photos, to ensure your home looks its absolute best online, digital touch-ups will be ordered as needed. These enhancements would include making the sky look bluer and grass greener.

When you work with a professional real estate agent, who understands marketing your house, you can say goodbye to photos taken on a phone.



SECRET #2 VIRTUAL STAGING

It's no secret that a properly staged home can help it sell faster, but sometimes the funds aren't there to cover the cost of a professional stager.

That won't stop me from helping a buyer envision themselves living in the house.

Many properties aren't furnished throughout the house like a builder's model home, and some of us have rooms that we've never really known what to do with. Perhaps you've already vacated the property, and there isn't any furniture left at all.

Empty rooms don't photograph well, and seeing the empty space makes it hard to envision how the room will come together.

A great way to stage the home while saving money is through virtual staging.

Be sure to request virtual staging if you have already moved out or if you've rooms that could you use some imagination.



SECRET #3

MAKE THE MINOR REPAIRS

A smart buyer realizes that when they purchase a resale home, it's not always going to be in perfect condition, especially if you have an older home.

Your job as the seller is to address any shortcomings and make the home look its best.

And while you may feel the need to do a complete remodel, you're not likely to recoup all your money.

I always suggest making minor repairs such as painting, replacing door handles, and fixing any holes that may be in the walls.

If a room needs to be remodeled or an appliance needs to be replaced, and you feel that these issues could prevent a buyer from making an offer, consider having the project bid out by an affordable contractor and then provide that bid to the buyer either on the seller's disclosure or on a sign in the room.

To relieve yourself from having to cover the cost of the repairs upfront, offer a concession toward closing costs. This puts the repair and changes back on the buyer. By giving the buyer the information upfront, they won't be scared away from making an offer.



SECRET #4

ADVERTISE THE MORTGAGE

For many, buying a house is their largest investment, and it can be a stressful process.

A fear that many homebuyers find themselves having is does the property budget right - the last thing anyone would want to do is commit to more than they can afford.

To help attract the right buyers, let's talk with one of my preferred mortgage advisors to see if your home qualifies for any special programs.

If your home qualifies for special financing programs, we can add this to the listing description or on the for sale sign.



MY EXCLUSIVE MARKETING PLAN

- **Professional Photos:** Your home will be beautifully photographed, ensuring you'll feel confident that your home is being marketed by the best in the business.
- **Social Media and Targeted Online Advertising:** We'll get your home in front of the right people, allowing you to Have peace of mind knowing that your home is being marketed in the most effective way possible.
- **Property Website:** Your home will have its own website that is professionally designed and easy to use. You'll love being able to easily share photos and details about your home with family and friends.
- **Direct Mailings:** Your home will stand out in a crowded market with beautifully designed mailers that don't look like another listing postcard being delivered.
- **eFlyers:** Impressive, professional eFlyer announcing your house's arrival on the market sent to our personal clients, family, and friends who are looking for a home just like yours.
- **Television Advertising:** Feel like a celebrity when you tell your family and friends about your home being featured on TV!

... And So Much More!!!



THINKING OF MOVING?

To see if we can work together to find a path that works for your unique situation, click on the button below to apply for a free consultation.

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