



Marketing Your Home

The following outline is our proposal for an aggressive marketing plan. Marketing, of any kind, requires a systematic approach to get the desired result...a good buyer!

I. WEEK ONE

- a) Computer input to MLS
- b) Place sign in yard
- c) Take pictures for graphics
- d) Complete graphics, sign-in-sheet, and home book
- e) Have home added to Web Page – www.results-team.com
- f) Send graphics to top producing agents in the area
- g) Advertise in the newspaper, showcase magazine and/or web site

II. ON GOING

- a) Advertise at least once per month in one of the following: *Realtor.com, Dallas Morning News, Denton Record Chronicle, Denton Record Chronicle Showcase Magazine, Argyle Sun, The Real Estate Book, and Lewisville Leader.*
- b) Stay in close contact with those agents that are selling in a similar neighborhood and price range.
- c) Provide weekly updates with market feedback and discuss any necessary adjustments.
- d) Consistently re-evaluate activity and call with feedback on all showings.
- e) Continuously network with other agents in our Market Area.
- f) A phone call from The Results Team at least every 14 to 21 days to discuss activity, ect...
- g) Full service follow-up system during listing & after sale.

III. AFTER THE SALE

- a) Monthly check-up calls or mailings.
- b) Our promise is to always be here for you because you are now:

A Customer For Life!



1400 Dallas Dr.
DENTON TX 76205
940-898-8815





Tips For Effective Showings

IF BUYERS ARE NOT DRAWN TO THE IMAGE CREATED BY THE FRONT OF YOUR HOUSE, THEY WILL NEVER SEE THE INSIDE. Drive up appeal is so important!! Oil-free driveways, touched up trim, colorful flowers in front: all of these factors communicate an “I Care” attitude to buyers. Now is the time to keep the yard mowed, well trimmed, and green. After all, *FIRST IMPRESSIONS Are What Count!!*

Just like any other showroom, your home needs to appear in “Perfect” condition everyday. That is a lot of trouble for you – beds, bathrooms, closets, dishes and all, but not nearly as much trouble as remaining unsold on the market because the best buyer for your house warmed up to another property. Pleasant candles, vanilla on light bulbs, or cinnamon and sugar warmed in the oven add an aroma that buyers associate with home. Remove excessive clutter! There are lots of extras at minimal or no cost at all that can improve the value of your home. Remember, you’ll never get another chance to make a first impression. You need to create an atmosphere that will charm buyers and make them want to buy *your home*. Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

EXTERIOR:

- ✓ Rake leaves, mow lawn and keep hedges neat. Lawns and flowers should be weeded regularly. Trees and shrubs should be pruned and trimmed.
- ✓ Remove old lawn mowers, disabled autos, broken lawn ornaments, and any other objects that create clutter. These are reasons for a buyer to make a U-turn.
- ✓ Hoses should be coiled or placed inconspicuously when not being used. Other garden equipment should be stored out of sight when not in use.
- ✓ Porches, steps, verandahs, balconies, patios, front doors, and other extensions of the home must be uncluttered, clean, and repaired.
- ✓ Outdoor furniture should be kept clean. Firewood should be neatly stacked. Barbecue grills should be cleaned or covered.

INTERIOR:

- ✓ Wash all windows inside and out. Curtains and drapes should be fresh and attractive.
- ✓ Open all drapes, pull up shades, and let the natural light in. This makes your home look larger and more open.

- ✓ Get all bugs and flies out of light fixtures. Wash fixtures and bulbs. Put higher watt bulbs in all fixtures for better lighting.
- ✓ If possible, keep all animals outside to prevent odors. Over 50% of home purchasers are either allergic to, afraid, or simply dislike animals.
- ✓ Clean all rubbish out of fireplaces, particularly the ones that have not been lit in the last three years. ☺
- ✓ If walls are dirty, one coat of paint will work wonders!
- ✓ Remove grease from the inside of the oven and burner trays.
- ✓ Fix the doorbell, storm door, and front entry. (First Impressions Are LASTING)
- ✓ Remove junk from the attic, basement, closets, tool shed and have a successful garage sale. Contribute whatever remains to the next garbage pickup. ☺
- ✓ Turn off all blaring stereos and television sets while the house is being shown. Soft music is more desirable.
- ✓ Water all dying plants or get rid of them.
- ✓ Adjust all doors, including closets, and windows so they can be opened and closed.
- ✓ Dust, clean, and scrub everything – that means everything – from the attic to the basement.
- ✓ Replace broken tiles on walls or floors and repaste loose or dangling wallpaper.
- ✓ Make the beds and keep all clothes clean or dirty out of sight.
- ✓ Keep kitchen countertops and sink clean and clear.
- ✓ Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
- ✓ Bathrooms help sell homes. Check and repair caulking in bathtubs and showers. Throw away torn shower curtains and put a new one. Make this room sparkle.
- ✓ Remove all posters and adhesive from walls and doors.
- ✓ Make closets look bigger. Neat well-ordered closets show that the space is ample.
- ✓ Replace all broken screens, cracked windowpanes, faulty light fixtures, loose steps, or anything else not in good working condition.

- ✓ **Three's A Crowd.** Avoid having too many people present during showings. The potential buyer will feel like an intruder and hurry through the house. If at all possible, please try to leave during showings. Buyers are more comfortable “feeling at home” if the owners are not there. If it is not convenient to leave, make a point of excusing yourself and not “assisting” the showing agent.
- ✓ **Remember the Golden Rule.** Treat your prospective buyer the way you would want to be treated if you were in their place. You will never go wrong.

You may have chuckled or frowned after reading the above lists. Trivial as they may seem, these “little things mean a lot!” They might be the difference between turning on and turning off the buyer you have been waiting for.



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Setting The Price On Your Home...

The three factors to consider in selling your home are location, condition, and price...and they are all related.

1. **Location** – Your home’s location and setting influence its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than close-in areas. Views, streams, and trees usually enhance value. You obviously have no control over location.
2. **Condition** – New homes enjoy a marketing edge over re-sale homes because they are shiny and clean. And builders enhance their appeal offering model homes (clean, bright, decorated in current colors and amenities) for buyers to examine. Our goal is to make your home as close to a model as possible...being sensitive to costs. You have nearly complete control over condition and you can increase value and decrease marketing time by being in the best possible condition.
3. **Pricing** – If IBM stock is trading between 104 and 108, it does no good to insist on 112. Likewise, your home must be priced within the appropriate range. You must actually “sell” your property twice: to a buyer and to an appraiser. The buyer is more subjective and compares amenities you offer to what other sellers in the same price range offer. The appraiser is more objective and compares age, size, and cost-identifiable features in your home against other properties that have sold.

The Results Team will use our experience and expertise to fine tune price by taking these variables into consideration.



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