

10 WAYS TO ELEVATE YOUR PROPERTY

Tony Cikes and his marketing team are working for you to ensure you have every possible advantage in today's market. Since it is likely there are numerous listings similar to your listing, the goal is to have your home show up in the top 5 available listings by elevating your property above the competition.

1. **Price** - Are we in the top 5?
2. **Cooperating Commission** - What is the commission offered by our competition? 2.5%, 3.0%, 3.255% or is there a bonus? If we want your listing to stand out, we can offer more commission than everyone else.
3. **Financing/Terms** - Are you willing to offer any second mortgage financing to purchasers? Would you like to create a flow of income coming back from your home?
4. **Buyer Incentives** - Do you want to offer any cash back or credits to the Buyer?
5. **Marketing** - Which methods would you like us to use? Internet, 24 hour answering service, photo show presentation, open house, direct mail to surrounding neighbors, apartments or homes?
6. **Location** - Are we on a quiet or busy street? If the location is a lemon, let's turn it into lemonade. A busy street can be turned into a positive by saying, "walking distance to transit".
7. **Access/Easy to Show** - Lest make it as easy as possible! We can place a lockbox or be ready to show anytime.
8. **Upgrades and Finishes** - Is the home up to selling standards?
9. **Layout/Floor Plan** - We can not change the layout/floor plan; however, we can have the home staged. Staging can make sense of an awkward room size or make a small room look larger. This can make the home flow better.
10. **Tailored to the Senses** - How does the home look? How does the home smell? How does the home sound? To get the emotion out of the Buyer we need to touch their emotions.

HOW TO SELL YOUR HOME FASTER

We don't get a second chance to make a great first impression. Below are guidelines to make sure your home shows its best, and sells for the most money in the quickest time possible.

Check List for Faster Sale

- Remove clutter inside your home and outside if applicable (balcony, yard, etc.)
- Plumbing - repair leaking faucets, leaky toilets.
- Heating - clean baseboards and heaters and make sure proper operation.
- Lights - replace all burned out bulbs, faulty switches.
- Living Area, Halls and Stairs - remove any clutter to give wide appearance.
- Hardware - oil hinges, tighten door knobs, faucets.
- General condition - dust, wash, paint, fix defects, as required.
- Consider feeling of spaciousness - store unneeded items to "enlarge" room size.

These Items are Super Critical

- Kitchen - stove, refrigerator, sink should be spotless, and all work spaces clear.
- Bathrooms - neat, spotless and fresh. Replace worn shower curtains, clean up caulking.
- Closets - untidy or over-crowded closets suggest inadequate storage space.

Help Us Help You

- Children, pets and adults can keep buyers from feeling at ease while they look through a home. For showings, please be out of the house if possible.
- Tell us which rooms benefit from sunshine or cooling breezes.
- Tell us what you like about the home, the building, and location.
- Turn on all the lights, or let us turn them on, for the entire showing.
- Open drapes in the daytime, close them at night.
- Strong cooking or smoking odors can ruin a sale. Make sure your home is fresh for showings.
- Small signs highlighting the special features of your home will make sure buyers see all the benefits. We'd appreciate your ideas.

