

5 GOLDEN RULES FOR SELLING YOUR HOME QUICKLY & FOR TOP DOLLAR



THANK YOU SO MUCH FOR REQUESTING THIS CHECKLIST!

Happy New Year! I created this list to help people prepare for one of the biggest business transactions of their lives. When you're ready to sell your home, I hope that you will give me the opportunity to show you how I work differently from other agents & how I can make your home stand out!

I look forward to being a resource for you!

#1 HIRE AN AGENT

Yes, I know you think you can sell the house yourself, but why would you want to? Coordinating all of the components of a sale really is a headache, especially when you have other things going on in your life.

► *Think you'll save money?* Nope. Studies have shown that the way to save & get a higher purchase price if you work with an agent.

► *What about discount agents?* You'll sacrifice service & expertise, and still spend just as much in fees/commissions (if not more).

Hire a full-time, licensed Realtor® backed by knowledge of the local market, real estate law, and a robust network of resources to easily navigate any challenges. This is not the time to hire your friend's cousin's husband who is on sabbatical from his teaching job...this is Big Business.

#2 EXPOSURE

Marketing is probably THE most important part of Real Estate. Today, the best way to expose your house to the masses is through strategic digital marketing.

I am a Digital Marketing Expert, with extensive experience crafting successful digital marketing strategies. Most likely, you're actually reading this list because I targeted YOU in a social media ad, where I hacked the algorithm to guarantee that you saw my video - and you responded! My ads average 20,000 views per month & accrue hundreds of hours of video watched. Other agents may tell you that they use social media & digital tactics in their marketing, but the truth is, *they just don't know how to do it correctly* in order to get your listing to the people who are interested in buying your house.

I DO.

#3 NEGOTIATION

Real estate isn't emotional, it's business - and business requires negotiation. Think about it...they don't teach negotiation in real estate school, so you can't assume it's an agent's strong suit.

I have worked in Sales & Marketing for over 18 years. I know how to maximize a transaction & successfully get to close. While I fight to get my clients what they deserve, my deals are strategically crafted to be win-win for all involved. I'm an expert negotiator who is always learning - I continue to stay updated on new trends in the market, and strive to serve my clients with outrageous service & unlimited added value.

#4 PRICING

If you want to sell your house quickly, it needs to be priced correctly. Here's the deal - everyone thinks their house is worth more than it is (even I did when I sold my own house). This is where condition and location come into play. Plus, you need to ignore what Zillow says - that "Zestimate" is consistently WRONG (by up to 40%) because Zillow is an algorithm that doesn't take the specific features of your house into account (pool, upgraded the kitchen, close to beach, etc.)...that stuff is really important! I can show you what your home is really worth & together, we can craft the perfect asking price. It's proven that a house that is priced correctly sells faster, which will allow you to move on with your life.

#5 SELL THE DREAM

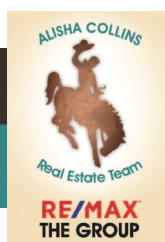
Buyers are looking for their dream home. Show them that your house is just what they want. This is where the old adage comes into play - the first impression is everything. A little sprucing up goes a long way, and I always provide my clients with quick & easy suggestions to make the most of what they have without knocking down walls & ripping out the bathroom. Curb appeal sets the expectation & some interior cleanup & rearranging can make the difference between your house being hot or not. Great marketing will attract more buyers, and a high-end, real-life presentation will reel in the offers. An agent with a strong aesthetic vision can facilitate this process for you.

IN CONCLUSION...Trust An Expert

Don't put the biggest investment of your entire life in the hands of just anyone. Go to a Real Estate Marketing Expert who's going to expose it to the masses, and has knowledge, resources, and your best interest at heart.

I would love to help you anything Real Estate-related. I take my business very seriously. I make it my priority to be on the cutting edge of local market trends, technology, and innovation so that I can best-serve my clients & my community.

Please forward this PDF to anyone you know who might be thinking about buying or selling. Or better yet, tell them to contact me directly - I love referrals!



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