

# TELL YOUR STORY

How Effective Marketing Can  
Sell Your Home For The Highest  
Possible Price in Any Market



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# 5 *Steps to* **TELLING THE STORY**

I know you may be overwhelmed with all the things you have to do AND - I am here to help! I've been involved in real estate for 20 years now, and with these 5 clear steps below, I can save you time and money by doing the right things in the **RIGHT ORDER** with your home.

I have **proven systems** for organizing your to-do's to get the most out of your home in the least amount of time...

**READ MORE BELOW.**

We have a little homework for you to do, fill out the worksheet on the next page.

**STEP**

**#1**

# What Makes My Home & Neighborhood UNIQUE?

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**Answer the following questions:**

## **Spaces In The House or Yard**

- Where do you like to spend time? Why? How about your kids? Hobby spaces?

## **Location**

- Where is your home in relation to key landmarks (Parks, Sports, Arts, Rec. Center)

## **Neighborhood**

- Name of your neighborhood and the vibe there?

## **Community**

- How is the overall community?

## **Schools**

- Names and ratings if applicable?

## **Shopping, Bars, & Restaurants**

- What's close by that's fun and popular?



## Why My Home is Special

I'm sure you have enjoyed living in your home and have been pleased with its many features. I want to make sure I tell prospective buyers about all the special features of your home.

Please fill in the items below so I can target our marketing efforts to those prospects most likely to buy your home.

**Home features that we have really enjoyed:**

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**The type of person I think would love my home the most is:**

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**...because of these features:**

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**How would you describe your home to a buyer?**

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**What are the features you like most about your neighborhood?**

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**Your Name:**

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**Property Address:**

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Thanks so much!

This information will really help us get your home SOLD!

**STEP**

**#2**

# How Has My Home Been Upgraded or Enhanced?

What have you done to your home since you moved in? When did you do this updates?

- Upgrades to the Interior?
- Upgrades to the Exterior?
- Yard and Landscaping Upgrades?
- Any Other Upgrades or Additional Structures?



List On Next Page.

## Ideas:

- KITCHEN
- BATHROOM
- FLOORING
- PAINT
- DECK
- LANDSCAPE
- TREES
- WALLS
- PATIOS
- FURNACE
- WATER HEATER
- ROOF
- AIR CONDITIONING
- CRAWL SPACE



## My Home's Upgrades

When pricing your home, I want to take into account the investment you've made in improving your property. Please list all of the upgrades you did, as well the approximate amount you spent (or the approximate value of the upgrade). Of course we won't keep this information all to ourselves! We will share it with prospective buyers so that they can understand our pricing strategy. ☺ Thanks!

### For Property Address:

#### Upgrades made to the interior of the home:

Upgrade	Approx Cost/Value
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

### Upgrades made to the exterior of the home:

Upgrade	Approx Cost/Value
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

### Yard and Landscaping Upgrades:

Upgrade	Approx Cost/Value
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

### Additional Buildings: (shop/shed, guest house):

Upgrade	Approx Cost/Value
_____	\$ _____
_____	\$ _____

Approx. total of All Upgrades = \$ \_\_\_\_\_

**STEP**

**#3**

# **Putting The Story Together For Your Home**

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**Here's how to create the “Storyboard”  
for the movie that will capture the  
buyers’ attention!**

Now that we have all the pieces of the puzzle, it's time to put together the story of your home using the outline below:

- Location... Why is it So Great?
- Neighborhood and What Makes Your Home Special?
- Your Home’s Unique Features. How Has It Been “Home” for You?
- What Are The Features That You Think the Next Owner WILL LOVE About Your Home?

**STEP**

**#4**



**Now it's time  
to Stage Your  
Home and Get  
It Ready for  
the Market...  
Creating the  
Magic!**

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Now it's time to get ready to CAPTURE your home with professional photography and video! Do not be overwhelmed by steps #3 - 5.

1. Make a TO-DO List: Get Your Mind in ORDER and Make Your List
2. Clean & Declutter
3. Paint and Touch Up the Walls (We have vetted contractors that can help you! Please ask for help.)
4. Curb Appeal - Time to water that grass, Trim the Bushes, Paint the Shutters, Power Wash if Needed, and Add Mulch under the Trees and Bushes!



**STEP**

**#5**

## **Schedule Your No-Obligation Phone Call with Emily Cressey**

**[CLICK HERE](#) - Set up your no-obligation phone appointment with Emily Cressey to go over your home and all the details! We love what we do!**

**Visit [bit.ly/call-emily](https://bit.ly/call-emily) to schedule your free phone consultation now.**

We know you may be overwhelmed with all the things you have to do AND - we are here to help! Our team has sold over 1200 homes in the Austin area... and with these 5 Steps below, we can save you time and money by doing the right things in the RIGHT ORDER with your home.

Follow our proven system and plan and take this process step-by-step. We will be giving you a 1-page home selling checklist and strategy guide to help you get organized. Make sure to print out the checklist and watch our videos to help you along the way.

# WHY WOULD YOU WORK WITH ME?



- As an Seattle native and 20-year veteran in the industry, you'll be working with a highly skilled agent who really cares about YOU and helping you sell your home on time for TOP DOLLAR!
- As a real estate broker, my job is to Prepare, Present, Promote and Price your house well. With 95% of buyers searching for homes online, it is absolutely crucial to have a strong online presence.
- By capturing the best-quality photos and videos, we can powerfully tell the story of your home on multiple social media channels. This type of content captures the eyes and emotions of your buyers.

- The fun doesn't stop there. I run ads on social media platforms to capture even more attention and make sure the right buyer sees the home and walks through your doors....
- This is what makes me different from many other realtors - this is omni-channel marketing of your home beyond zillow, redfin, or the MLS.
- With all these unique services of our team - your house can receive more offers, in less time, with great customer service along the way!

**Check my calendar to set up your no-obligation phone appointment with me, Emily, to go over your home and all the details! I love my work and look forward to helping you!**

**Visit [bit.ly/call-emily](https://bit.ly/call-emily) to schedule your free phone consultation now**