

# HOW TO MARKET YOUR HOME SUCCESSFULLY



## CONSULT WITH LUCAS

- ✓ Schedule a consultation
- ✓ Discuss your goals in selling your home.
- ✓ Utilize Lucas's services in order to sell your home for highest value with the lowest cost out of pocket.



## STAGE YOUR HOME

- ✓ Deep clean, inside and out.
- ✓ Declutter.
- ✓ Depersonalize.
- ✓ Consider a neutral paint job.
- ✓ Make necessary repairs.



## ATTEND TO CURB APPEAL

- ✓ Landscape.
- ✓ Put garbage cans out of sight.
- ✓ Give your front door a face lift.
- ✓ Highlight the entry.
- ✓ Consider removing problem trees.



## TAKE PHOTOS

- ✓ Clear, crisp, and uncluttered.
- ✓ Insight and out.
- ✓ As many as you can.
- ✓ Consider hiring a professional.
- ✓ Consider creating a virtual tour.



## ADVERTISE YOUR HOME

- ✓ Host an open house.
- ✓ Use Lucas's marketing platform.
- ✓ Use Social media and online sites.
- ✓ Consider Listing with the MLS.
- ✓ Tell everyone you know.



## BE AVAILABLE

- ✓ Be reachable.
- ✓ Be accommodating.
- ✓ Promptly return calls and emails.
- ✓ Be around on weekends.
- ✓ Be around during the day.



## SCREEN BUYERS

- ✓ Be Businesslike and professional.
- ✓ Ask for a pre-approval letter.
- ✓ Ask their preferred closing date.
- ✓ Are they interested in making an offer?
- ✓ Will the offer have a contingency?



## GET READY TO CLOSE

- ✓ Contact an attorney for contract review.
- ✓ Fix necessary repairs requested by the buyer.
- ✓ Leave any instruction manuals for the new homeowner.
- ✓ Make sure the house is swept cleaned.



## CONGRATULATIONS!

Hand over the keys and seal the deal!