

Guide: Getting Your Home Sold in Today's Market

Why Just Listing Isn't Enough

Putting your home online is only step one. Today's buyers have more information than ever, which means your home has to stand out, be priced right, and marketed with intention. A generic MLS listing won't cut it.

hitting the market isn't enough.

hitting the mark is.

If you're planning to list, let's get strategic — not just visible



Read Reviews from Local Home Buyers & Sellers: SarahLareau.AmazingClientReviews.com

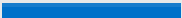


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If your property is now listed with a REALTOR® or Broker, please disregard this offer, as it is not our intention to solicit the offerings of other REALTORS® or Brokers. The information contained herein is deemed reliable but is not guaranteed. Message and data rates may apply.



With the right amount of preparation and guidance, selling your home in a volatile market is possible. By applying these essential steps, you'll set yourself up for home-selling success!

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Determine Your Home's True Market Value

Pricing is both art and science. Go too high, you'll sit on the market. Go too low, you leave money on the table. Strategic pricing uses:

- Neighborhood trends and recent home sales in your neighborhood
- Condition of your home
- Buyer demand in your area

Since overly-inflated pricing is one of the top reasons homes fail to sell, it's important to be realistic about the price within the current market conditions.



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Market Your Home The Right Way

Having an effective marketing strategy upfront will get the most views on your home in the shortest amount of time. A market-expert real estate agent can do this for you, ensuring your home is seen, shown, and sold.

Make sure your agent markets your home through these essential methods:

- Google
- Single property websites
- Sign riders with text code
- YouTube videos and virtual tours
- Short-form videos
- Social media
- Email marketing
- Direct mail

Many homeowners underestimate the amount of marketing that goes into selling. And in a changing market, this step takes priority!



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■ A Negotiator Who Can Read the Room

Strong offers don't just happen. They're created through positioning and negotiation.

The right agent knows:

- When to push for top dollar vs. when to secure solid terms
- How to handle multiple-offer situations without scaring off buyers
- What concessions are worth making — and which aren't



Even in neighborhoods where homes are sitting, I've helped sellers move quickly and confidently by combining:

- When to push for top dollar vs. when to secure solid terms
- How to handle multiple-offer situations without scaring off buyers
- What concessions are worth making — and which aren't



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What You Can Do Next

- Know Your Numbers - Get a pricing and equity snapshot specific to your home.
- Prep for Market - Identify any easy updates or staging that can boost appeal.
- Strategize, Don't Just List — Plan a launch that builds buzz before the home even hits the MLS.



If you're considering a move, the smartest first step is a no-obligation consultation. We'll go over what's happening in your neighborhood, what buyers are looking for, and how to position your home so you hit the mark - not just the market.



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