



SELLER STRATEGY

The advantage of selling homes for 4 decades is that you learn from hundreds of transactions.

Wouldn't you rather fly with an experienced pilot?

My approach is better in two ways: Marketing and Pricing.

◆ **Marketing**

That lesson was easy. Do more marketing than the competition.

Have the best photographer in the city

Tell the best story – find that special something in the home that elevates it

Get the word out – loud and early.

Each home gets its own unique marketing plan and strategy – who is the target buyer? How do we reach them all?

What is the best timing? What changes are needed to transform the home to get the “model” home look?

This is a very collaborative effort with the sellers fully engaged and on board.

It is like a makeover show combined with dating website – and the result is actually fun and exhilarating

◆ **Pricing**

To me it is almost criminal to see a home advertised with a price reduction.

You get one chance to make that first impression . Miss it and that momentum and energy has dissipated.

To do it right the first time means looking at time of year and how market is trending. Talking to brokers involved in recent sales will reveal an amazing amount of information. Do the research. Go on field trips with clients to see the competition.

Again, it is a collaboration to set a price. And the goal is to set a **compelling** price. It is that feeling you get when you see something you like in a store and turn over the price tag. You like the item and now the price says-buy it! It is a good value.

Not every price range will be ripe for multiple offers. There are more buyers for a \$500,000 home than a \$5,000,000 one. Understanding what strategy works best will set the listing up to succeed.

I will never overprice a home to get the listing.

It hurts a home to be on the market too long or have a checkered pricing history.

My record of pricing correctly to get the best and quickest result is one I am very proud of.

What is the story of this home?

I was the 13th broker to list it and finally sell it. Many years before that, Elvis Presley wanted to buy it—making it pretty famous for Denver. It had glass panels in the floors to see swimmers in the pool underneath and cages for monkeys hung in the big atrium! Yes, there is a buyer for every home—at the right price and time!