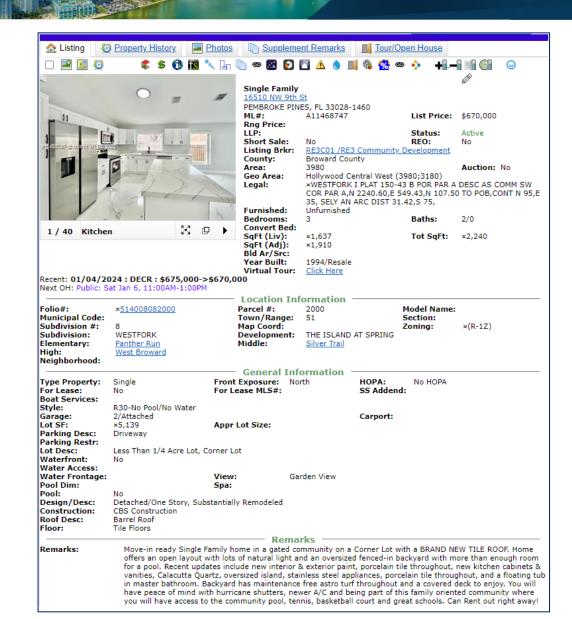
2024 Resolution: Get your listings in shape for the competitive market

YOUR Challenge:

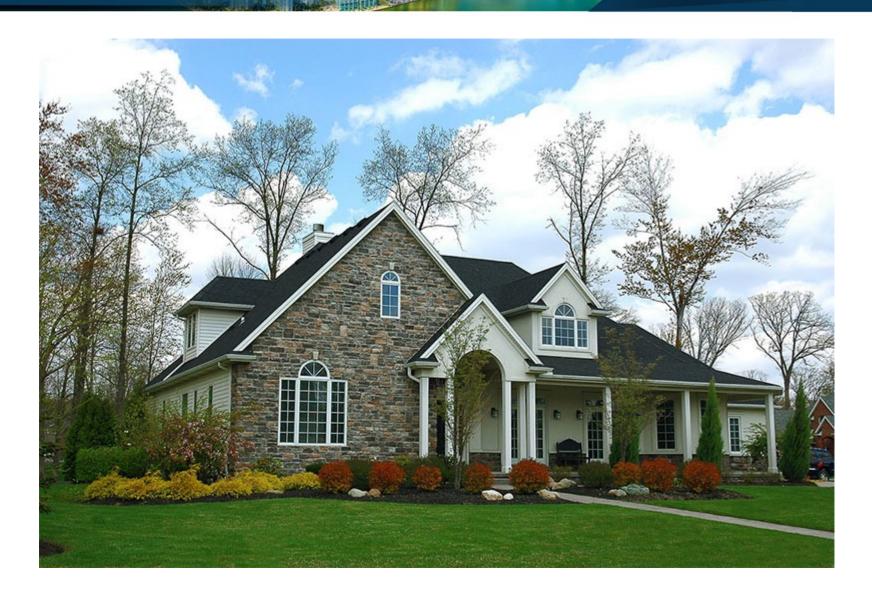
Take a good look at each and every one of your listings...be honest...how do they shape up to your competition? What are they missing? Where can they improve?

Look at every photo...do they represent the property in the best possible light?



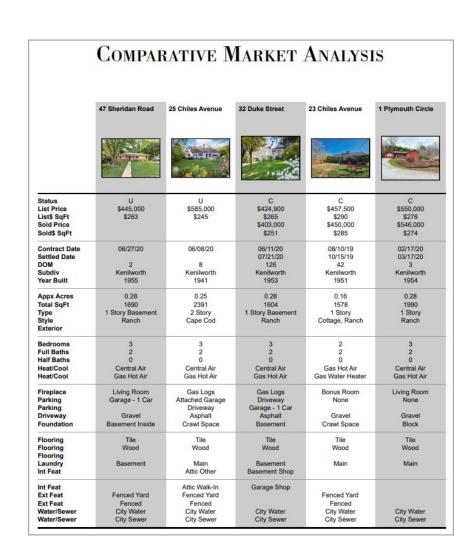
There's nothing worse than putting time and effort into a listing only to watch it sit on the market. A variety of factors influence this, including pricing, marketing and the quality of the home and/or neighborhood.

Examine your practices in this week's four areas to make sure your listing will be in the Best Shape and successful.



1. Competitive Price

All sellers want to get the most money out of their home, but it's important to advise them wisely. Use your experience, knowledge and market research to suggest a competitive price, while showing clients how you came to that number and why it makes the most sense.



2. Curb Appeal

If a home looks unappealing on the outside, many prospective buyers won't even step foot in it. Make sure your sellers take care of the little things – raking the leaves, planting a few flowers, painting an old house – that can make a huge difference.





3. Home Staging

Buyers want to walk into a home they can envision calling their own. If there's shoddy furniture or worse yet, clutter, they'll be turned off. If possible, take the seller almost completely out of the picture. That means neutral colors and no family photos or nick-knacks.

If the sellers are already out of the house, encourage them to consider renting furniture. Their old home could have a nice, open layout, but without furniture it might be difficult for some buyers to appreciate the space and envision how it can work for them.



4. Quality Marketing

High-quality photos, videos and utilizing social media are all important. Photos are the first thing people notice on home listings, so make sure they're professional-level images. Also use these images on social media and listing sites – there a lot of free tools to take advantage of.

Be sure to visit www.MiamiRealtors.com/PreferredPhotographerProgram

WHAT'S IN IT FOR YOU?

IT'S SAFE - SAVE TIME - LIMIT HASSLE - OWN THE COPYRIGHT TO YOUR PHOTOS

