



## 5 SECRETS TO SELLING

Let's face it, the thought of selling your home can be overwhelming and stressful. You don't know where to start and you don't want to make costly mistakes. Our expert real estate team lets you in on 5 secrets to help you increase the odds of selling your home for the best price!

### **Secret #1: *It's Like a First Date***

A bad first impression online or in person means a buyer may quickly "swipe left" and move on to the next home. If you want to increase your odds of selling quicker and for the best price, then you need to look your best.

Even the simplest updates will help emphasize your home's unique features and increase the perceived value. Decluttering and depersonalizing a space to remove any potential distractions is an important part of staging, so you appeal to the most potential buyers.

You deserve a Realtor who knows how to help you make the best first impression.

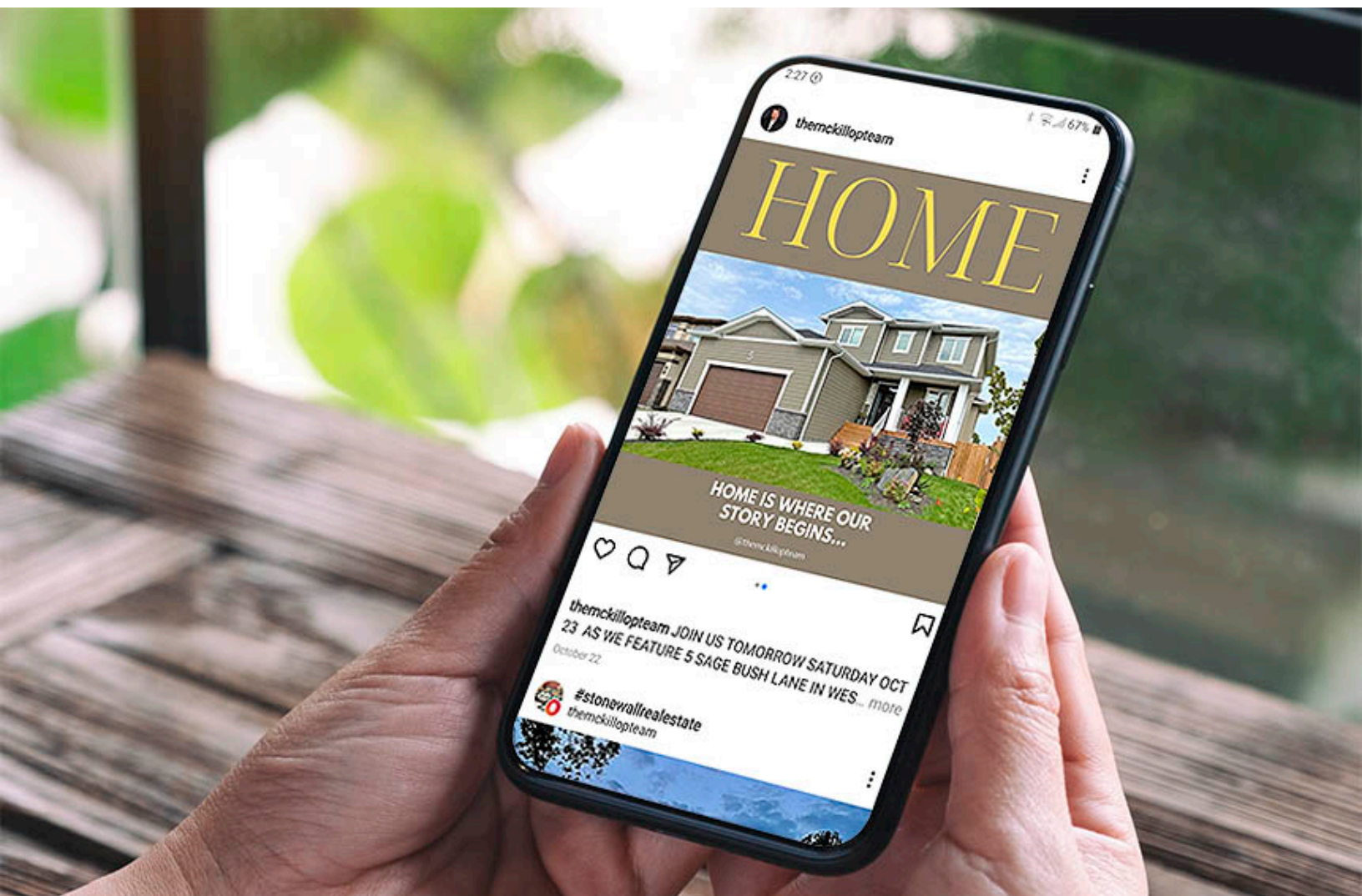


## **Secret #2: Marketing Starts Before the Sign**

Home sellers in today's market need a Realtor with a marketing plan that helps their home stand out.

Properties that stand out to potential buyers have a higher chance of selling quicker than those that don't.

According to the National Association of Realtors, 97% of home buyers searched online for homes at some point in the shopping process. You need to know your home is grabbing their attention. You deserve a Realtor who knows how to reach potential buyers.



### **Secret #3: Offer a 24-7 Virtual Open House**

A virtual home tours offer several benefits for both buyers and sellers. It's an Open House 24 hours of the day, 7 days a week.

A 3D tour gives buyers the flexibility to walk-through your home anytime, from anywhere, without inconveniencing you.

If your home listing includes a 3D virtual tour, you may end up with offers from buyers that haven't even visited the property in person.

You deserve a Realtor who can make selling your home easier for you.



## **Secret #4: *You Deserve a Satisfaction Guarantee***

Choosing a Realtor is hard. One of the biggest fears when you list your home is worrying that who you hire won't do what they say they will.

You want more than just talk. You want a commitment to action.

You deserve a Realtor who is an expert at what they do, has a system in place to do what they say they will do, and is able to back it up with a satisfaction guarantee.

You deserve to feel confidence in who you hire.



## **Secret #5: A Realtor's Experience Makes a Difference**

Selling your home is a complex financial and legal transaction. You deserve an expert Realtor to guide you through every step and help you avoid costly mistakes.

When you sell your home there are big financial decisions to be made. You need to know you are getting the right information and expert advice, so you feel empowered to make the best home selling decisions for you.

You deserve a Realtor with a proven system to get the job done, so you can celebrate your move!



The McKillop Team believes you deserve a proven system that attracts buyers, so you can sell for the best price.

That's why our experienced team offers...



Staging Consultation



Attention Grabbing Marketing



24-7 Virtual Tour



Satisfaction Guarantee

## ***The McKillop Team of RE/MAX Town & Country - Your Experts!***

We help you make better decisions, so you sell your home with less stress and no regrets.

- You'll always understand the what and why for every step of the selling process.
- You'll avoid making costly mistakes.
- You'll feel less stress with a satisfaction guarantee.
- You'll feel empowered to make the best decisions.

### Step 1:

- **Schedule A Call With Us**

-> You deserve a real estate team you trust and have confidence in.

### Step 2:

- **Let Us Be Your Guide**

-> You'll be expertly guided through every step of the home selling process.

### Step 3:

- **Celebrate Selling Your Home**

-> For over 35 years, we've helped hundreds of families celebrate their move.



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