

KEYS TO A SUCCESSFUL SALE

Any residential property that is successfully sold involves a team effort. We are a team and together we make decisions on steps to take and when to take them.

The four most important aspects of getting a home under contract are as follows:

- Pictures
- Exposure
- Marketing
- Price

Pictures are very important. Today's buyers shop online for homes. They use online real estate websites or the Realtor provides an MLS search based on their buying criteria. Buyers click on photos and read descriptions. The photos need to be high quality and "show off" your property. I use Tour Factory for professional photography and the photos are outstanding.

Exposure of your home to the buying public is critical. I syndicate to over 370 Real Estate websites including all the most important ones. They include OKC Multi List, Zillow, Trulia, Realtor.com, Redfin, Land & Home and Facebook. Within 24 hours of your home appearing in the OKC Multi List your home will automatically populate to every website you can think of. No one looking to buy, will not know that your home is for sale.

Marketing your property to the public goes way beyond just putting it on websites and the multi-list. I place a high end sign in your yard. I place a flyer box at the street to allow those who drive by to pick up a flyer. I create a home book in which all the pertinent information about your property is included. I create social media awareness by creating a Facebook and Instagram ad for the home. I personally contact over 500 Realtors and tell them about your home. I drop flyers off at all Brokers offices in the metro market and have those placed in the inbox of my peers. I send your listing out to my database of clients (over 4500 unique email addresses).

Price your home to sell. Pricing a home to sell is very important. Price is likely 75% of the success in getting a home under contract. We know its priced correctly if we are getting Realtors requesting a showing. The first 4-6 weeks are the most important time in any listing. More people click and look in that first few weeks than any other time. We monitor showings or lack of showings and adjust price until we do achieve Realtor led showings. Showings, led by Realtors, are the measuring stick. The price we choose together is based off what the data suggests it will sell for. Only the buying public gets to determine the final sales price.