

Selling Real Estate



BEHIND THE STRATEGY OF SELLING YOUR HOME

As compared to the prospect of buying real estate, which, in many ways, is rooted in emotion, selling real estate is normally viewed in a more practical light. Certainly, there are strong emotions involved, but the factors that play key roles in the decision process are primarily tactical, such as pricing and timing, two of the most important elements in determining the selling strategy for a property.

Sales strategies for properties are intricate, involving many factors — some obvious, some quite subtle. Each of our sales associates, as your advisor, can help these obscure details become clear. Once clarified, a complete plan can be constructed to meet your goals. The correct positioning of a property on the market is unequivocally the most important part of the sales cycle; it determines everything about the reaction and interest level achieved.

Accurate positioning signifies the beginning of the sales cycle. Marketing the property then follows. What potential buyer segment would be most interested? What are the best methods by which to reach them?

The following two beliefs are central to our business philosophy. First, building a strong, vibrant, honest brand will provide a tangible benefit to our clients, as that brand will stand out in the marketplace as being more attractive to a larger group of potential buyers. Second, offering a comprehensive and valuable group of buyer services ensures for our sellers that those buyers are most qualified, and expands our appeal to a broader audience, as more buyers are interested in doing business with companies that provide multiple services.

We hope that, when coupled, this unrivaled level of company support along with the skill of our sales associates will make the experience of selling your property as satisfying as possible.