



Robin Downey

<https://www.NWCoastRealEstate.com>

THE ART & SCIENCE OF SELLING YOUR PROPERTY FOR TOP DOLLAR

Selling your property is part art and part science. There are different strategies to be employed, depending on your goals as a seller, and the nature of the property itself. First, ask yourself these key questions:

- Is it your goal to sell as QUICKLY as possible, with price a secondary factor?
- Is it your goal to sell for TOP dollar, with speed of sale a secondary factor?
- Are you selling -- or do you want to sell -- your property in excellent condition and maximize your sales price?
- Are you selling a property in an "AS-IS" condition and don't want or can't do repairs or upgrades?

Depending on your answers, the strategies for selling and attracting buyers will vary. I'm happy to say that all the homes I've listed have sold quickly and my list to sales price ratio is 102.29%: in other words, on aggregate, the homes I've listed have sold for 2.29% over the original listing price. Or to put it more tangibly, a house listed at \$500K would have sold for \$11,450 over the asking price: \$511,450.

In general, here are my **TOP TEN** strategies for driving buyer interest to your property:

- 1. PREPARE THE HOME:** Get ready to show your property in the best possible light by preparing the home for showing PRIOR to listing. Make necessary repairs and upgrades. It should be immaculate and uncluttered. Remove as many personal effects as practical (such as family photos, awards, mementos) if you are still living in the home.
- 2. HOME PRE-INSPECTION:** After making any repairs you are aware need to be done, bring in a Professional Inspector. Make any additional repairs identified in the inspection or strategize on options with credits or incentives to buyers if there are repairs or upgrades beyond your budget or timeframe to accomplish.

Have the Inspection Report – and receipts for work done – available for buyers and agents to see. (I prepare a binder with this information to be kept at the house for Open Houses and showings.)

3. PRICING: To determine the likely sales price, I compare the property to similar properties in the area that have sold in the past few months, as well as similar properties currently on the market. These are the properties you are essentially “competing” against so it’s critical to consider this factor. Setting the asking price on a home depends on the goal of the Seller. If selling as quickly as possible is the top goal, I will recommend pricing at the bottom of the probable sales price range. If getting top dollar is the primary goal, and the Seller is not in a hurry to sell, I will recommend moving toward the top range. To determine asking price, factors such as location, updates, finishes and amenities are all part of the equation. The lower a home is priced, the more interest it’s likely to generate, and in some cases a seller may choose to “leave money on the table” in order to realize a quick sale.

4. STAGING: Depending on a Seller’s situation and the property itself, there are various staging strategies to be employed. If the home is vacant and in good condition, it warrants a few items of furniture and accessories to highlight the home’s best features. I will make recommendations that align with the market value of the home and the seller’s goals. A large luxury home on the waterfront is going to be staged differently than a modest cottage on a small neighborhood lot. I have several staging items available for my listings, and if the Seller agrees, we can rent any furniture needed beyond what I provide on a complementary basis as part of my service.

5. PROFESSIONAL PHOTOS: Good lighting is essential, and photos should show off the home’s top features. If the home has been properly staged, photos speak for themselves. Depending on the location of the home, drone photos can be helpful, but not always. I’m happy to tell you why.

6. WELL WRITTEN MARKETING REMARKS: These remarks, as drafted in the listing information on the MLS, and in the description of each photo, are more important than ever with the advent of AI. Key phrases can drive more traffic to your property’s on-line presence, and more traffic to the property itself. These remarks should include the positive features of the home – but I try to avoid using puffery and flowery over-the-top descriptions.

7. TRANSPARENT PROPERTY INFORMATION: In addition to the Marketing Remarks in the MLS, there is an “Agent’s Only” section in MLS which can be helpful for buyers’ agents. I strive to make the buyers’ agents jobs as simple and pleasant as possible by communicating clearly and providing any needed information. There is also an option to provide supplementary documentation on the property with the Listing. I always ask a local Title company to run a Preliminary Title report on the property before I accept a Listing. This provides

information on liens or other encumbrances on the property that could make it difficult to sell the property after accepting an offer. I like to eliminate these kinds of surprises! Then I upload the Title Report, the Pre-Inspection Report (see 2 above), receipts for recent repairs and upgrades, Site/plat maps, HOA info and CCRs – if applicable to your property, and anything else to show buyers' agents that you, the seller, are transparent and that we've done our homework and are ready to go to the closing table without unnecessary delays.

8. MARKETING: I publish information about the home (photos, marketing remarks) in all the relevant social platforms: The MLS (of course), and virtually all real estate sites (Zillow, Realtor.com, Redfin, Trulia, Homes.com, etc); my website <https://www.NWCoastRealEstate.com>, Facebook page (NWCoast Real Estate) and my personal Facebook page; Instagram; LinkedIn; and posts to both my brokerage Skyline Properties (4th largest brokerage in Washington w 1300 real estate agents) and the Skyline Properties brokerage site itself. And finally, I set up “reverse prospecting” within the MLS so that an email about your home gets delivered to agents looking for similar properties in the area.

9. OPEN HOUSES: On the first weekend after the listing goes live I hold Open Houses, and publish this information in all the platforms listed above. I am liberal in my use of signage and balloons to attract attention to the Open House. One or two days prior to the Open House I leaflet the neighborhood and invite neighbors to come take a look – and invite their friends and family who may be looking for a home. And importantly, I serve up chocolate during the Open House!

10. COMMUNICATION: I can't stress enough how critical it is to COMMUNICATE quickly and clearly as soon as there is any inquiry on the home, whether it's interested buyers or agents. Having a friendly, knowledgeable, accessible, communicative listing agent (or not) can and does make and break deals.

IF YOU HAVE ANY QUESTIONS, PLEASE REACH OUT!

Robin Downey

360-701-0654

<https://www.NWCoastRealEstate.com>