

YOUR TIME IS VALUABLE

Although the internet has changed the way homebuyers search for homes, it is more critical than ever to have a broker who understands the different marketing opportunities and is willing to invest in the marketing of your home to the different pools of buyers. Here is what you can expect when you work with me:

PRICING STRATEGY

Determining the right price for your home is one of the most critical aspects of marketing. It's true! A home that looks great and is priced along with other similar homes will be perceived as a good value, generating the most interested buyers. The longer a home is on the market, usually the lower the final sales price. Reducing the price doesn't usually result in more buyer interest. I will help you set the price and position your property so it stands out in the market.



PREPARATION & STAGING



It has been proven that staging your home for sale increases the sales value of your home, shortens the amount of time on the market, and widens the buyer pool. I will help you stage your home for the market and the potential buyers of your home.

I can give your home a fresh look by utilizing items you already have by using my background in interior design, my love for architecture and my passion for beauty and organization.

PROFESSIONAL PHOTOGRAPHY

Professional Photography is the cornerstone of excellent marketing. I employ a professional to capture images that will draw internet browsers to your listing, and potential buyers to your home. Where appropriate, I add a video component. Your home will be shown to its best advantage to the buying public.



PRINT MARKETING

Colorful flyers using premium paper will be designed for your property and placed on a stand inside your home as well as a flyer box outside your home. This allows potential buyers that drive by to have instant access to your property information, in addition to qualified buyers who are touring inside your home.



ONLINE MARKETING

According to the National Association of REALTORS®, 92% of buyers are searching online for homes. I'll showcase your home online by using professional and eye-catching marketing to maximize your home's online presence. Additionally, your home will be syndicated on my company website and all our affiliated websites.



VIDEO & DRONE PHOTOGRAPHY

Video can provide a sense of space that photos alone may not always achieve. Where appropriate, I add a video component to share with social media and on my website to entice buyers.

Drone photography can show important features like how far the property extends or how close your home is to the water. If warranted, I will employ a professional drone pilot to take stunning aerial shots of your home.

Show off your beautiful home with professional photos!