

## Before you hire a Real Estate Company, ask yourself these questions:

1. How long has this agent been in the business? Experience does not always insure the best service, but it might help. I have had my Indiana Real Estate License since 1986.

2. How many listings does this agent have? If the agent handles too many listings, what kind of attention is your house going to receive?

3. What kind of "home staging" education has this agent received? If your agent hasn't received any kind of accreditations in home staging, how will he/she know what to do to get the home ready to sell?

4. Does this company or agent offer Visual Tours? Today, 90% of home buyers shop on the web before ever viewing a home in person. If you don't have **excellent** visual tours to help you sell your home, chances are it will stay on the market longer and that means more price reductions.

5. Does this agent offer fliers on your home? The second biggest way to attract home buyers is by "drive bys" if there are no fliers, chances are they will pass by thinking it's out of their price range and forget to look it up when they get home. Make sure your agent has fliers in the box and tell them if you run out! **We offer QR codes on our listings so a buyer can scan the code and do a visual tour from their car.**

6. Does this agent send email blasts? The fastest way to get a message across today is with mass email. If this agent doesn't have an attractive way to sending email blasts to other realtors in the area, you will be losing many chances of attracting buyers to your property.

7. Does this agent have up-to-date technology on lockbox security procedures? If you are in the metro area, would you feel more secure with an electronic box that tracks every showing or a combo lock that opens with a 4 digit sequence? The only time we put combo lockboxes on our listings is when they are in rural areas and the home is vacant. This allows agents from other counties to view the home that might not have access to our key card system. Why would you allow an agent to put a combo lockbox on your home in the metro area?

If the agent you are considering doesn't provide all this, please give us a call. We are motivated, efficient and highly effective.

On top of the above Q and A this is what we do to determine a price for your property with a CMA or Competitive Market Analysis. We are determining the right price and marketing approach for your house. What works for one property may not work for another. We will research the market for homes sold in your neighborhood or area. We will also find out what is going on with current listings so we can make sure the other houses are selling your house and you are not selling theirs. What do we mean by this? For example, if there are 100 homes for sale in a certain area and only 10 sell, the other 90 helped sell that 10 because of their condition. This is where the next part of my program comes in.

**Home Staging:** "Staging is not about decorating your home, it's about selling your house." said by Barb Schwarz, the Creator of Home Staging®. She also says, "how you live in your home and how you sell are two different things." This is so true, and I have been privileged to have been trained by her on home staging. As an Accredited Staging Professional ASP® I can show you how de-cluttering, cleaning and painting will increase your sales price by thousands of dollars. If you were selling a car you would have it detailed to get top dollar, why not detail your house to get top dollar?

