

Your Listing

When you chose to list your home, ensure your agent and yourself, are giving your home the best chance in the market.

Open Houses:

- Ask your agent to host open houses

Your agent will know your home best and has your best interests in mind. Ensuring they are hosting open houses allows for a no pressure viewing opportunity for potential buyers with the listing agent available to answer any potential questions.

- Feedback

You get valuable feedback when you have an open house on how it shows.

- Be open

Other agents may ask your agent to host an open house. When this happens, you will have double the exposure, as that agent will then be advertising your home and be able to give a fresh perspective on your home.

Be Flexible:

- Showings

As soon as your house hits the market, it is open for showings. Wake up with the mindset you could potentially have a showing, and ensure it is always show ready. Try not to turn down showings, as they are potential buyers and if they can't get into your home, they may look somewhere else.

Photography:

- Listing Photos

The photos that are on your listing, are potential buyers first look into your home. Ensure the photos are bright, uncluttered and clear.

Advertising:

- Social Media

Make sure your agent is putting your home online, this will attract the tech savvy buyer, and allowing sharing of your listing. When you see an online advertisement of your listing, make sure you are sharing it. Ask your agent to put open house alerts online, as well as the link to your listing.

- Print

Newspaper is the trusted location for potential buyers to look for homes, having an agent that advertises in print (magazine or newspaper) increases the exposure your listing will be getting and awareness.

- Office

Ask your agent to post your listing at their office, when clients come to the office, they will be able to see view listing.

Written by: Reenie O'Neill
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Review:

- Check the listing

Review your listing to confirm that all information is correct.

Trust:

- Advice

Have faith in the agent that you chose when they suggest a listing price, they know the market and have searched for recent comparable properties in your area.