5 HACKS TO SELL YOUR HOME FOR MORE MONEY

(THAT AVERAGE AGENTS DON'T KNOW ABOUT)

Presented By:

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SELLING A HOME IS: PART ART, PART SCIENCE

Friends,

Ever wonder why some homes sit on the market for months, while others sell in 24 hours --- with multiple offers, even?!

The answer comes down to the "3 P's" of marketing a home for sale: *Product*, *Pricing* and *Promotion*. Of the three of these 'levers' for getting the most out of a home sale, your REALTOR® has the most control over the third: Promotion.

This is where the rubber meets the road; it's where the differences between an expert agent and an average agent really begin to show.

Where the average agent's approach is to upload your listing to the MLS® and then hope for the best, the expert approach is to constantly assess and reassess the marketing, the visitor traffic, the feedback etc. and make adjustments accordingly.

Want to know a few of the insider tricks that I use to get as many eyeballs on your listing as possible? Keep reading!

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HACK #1

Digital Retouching

As an expert marketer, I like to have control of as many variables as possible when it comes to the 'look' of my properties online.

That's because I want prospective buyers to *gasp* when they see your listing pop up in their property feeds. I want them to have an *emotional reaction* that trumps any objection they might have about the property being at the top end of their budget, outside their desired search area, etc.

Things like playing with color temperature to grass greener to account for a cloudy photo shoot day, or even replacing the sky (yes you can!) with a sunny blue with a few perfect clouds, is totally appropriate for putting your best foot forward.

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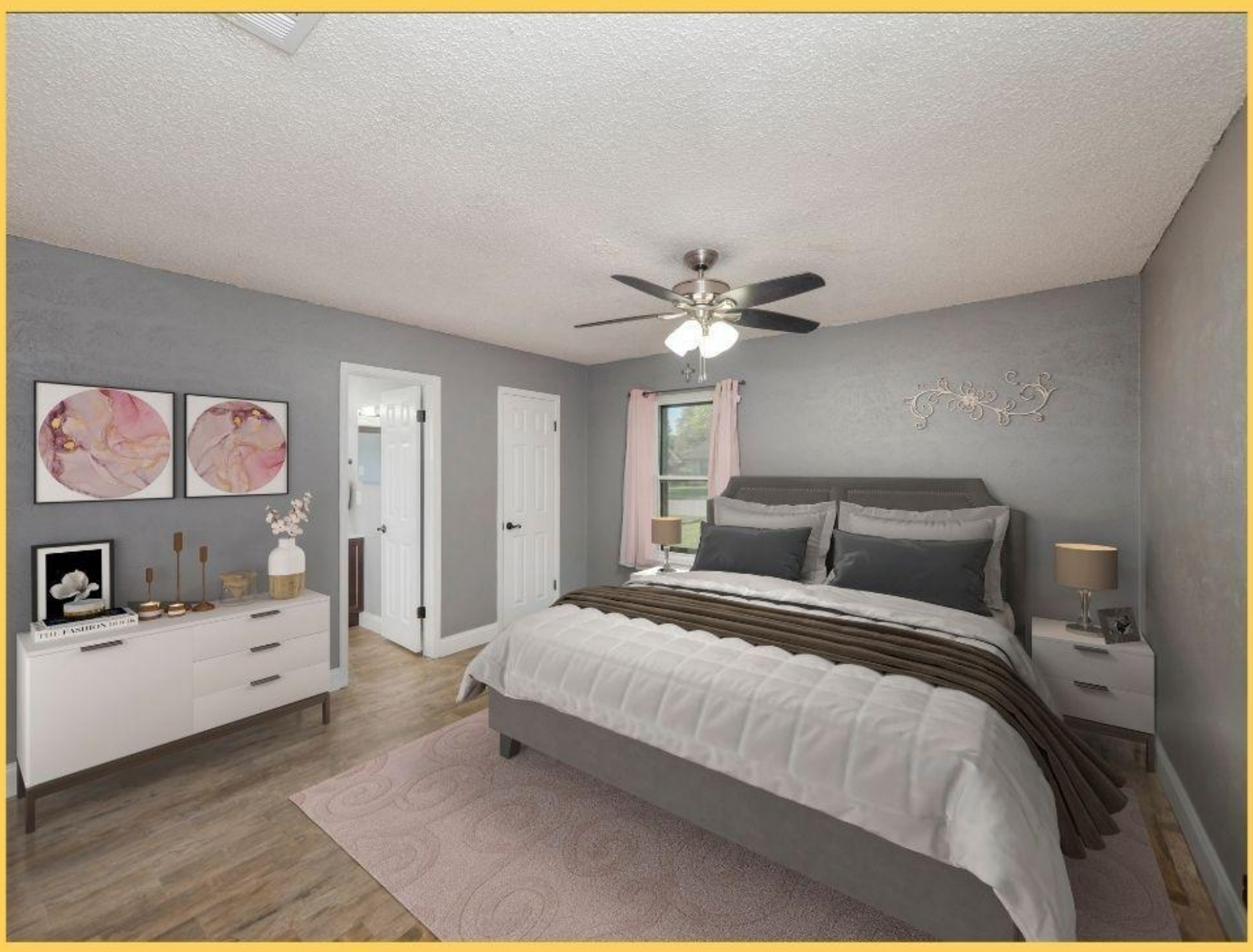
HACK #2
Virtual Staging

While we're on the subject of creating a 'wow' factor with photos . . .

Not every single property I list is furnished like a builder's model throughout the entire home! Some of us have rooms that we've never quite known what to do with, or maybe our listing is vacant altogether.

The problem is that empty spaces don't photograph well. They don't tell a story of the scale of the space or the potential uses. And staging with real furniture will cost thousands of dollars and could result in damage to the property. So what's a market expert to do?

Virtual staging is a great answer to this. Check out what our experts can do with INCREDIBLY convincing CGI furnishings and decor added to your vacant spaces!



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HACK #3
Address Your Shortcomings

In a perfect world, all listings would be totally remodeled, with all the latest styles and finishes, and all functional issues cured prior to going live in MLS®. But each situation is different, and not every home seller can afford to replace the Formica countertop that is otherwise holding back a perfectly charming kitchen.

Here's the thing: If you've ever seen HGTV's House Hunters, you've seen how . . . particular . . . some buyers can be about relatively easy fixes. They fixate on the paint or the countertops and dismiss the property out of hand, regardless of how easily surmountable those issues are.

What's a home seller to do?

If there are one or two items that are unsightly enough to prevent potential buyer from making an offer (and you can't afford to make the repair up front,) consider having the work bid out by an affordable contractor and then prominently displaying that bid near the unsightly item. A $5 table tent usually works great to highlight this bid.

Offer a concession toward closing costs in the amount of that item, so now it's a wash for the buyer to have that item fixed after closing. You're not coming out of pocket for the repair, and they're getting the countertops that make this house feel like a home.

You've helped them overcome their own objection BEFORE they mentally dismiss the property from the running. It's all about managing that buyer's first impression of your home and keeping them positive about the fact that this is 'the one'.

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HACK #4
Make Them An Offer

Have you ever gone to make a big purchase and then got stuck in what's called 'analysis paralysis'? When we get stuck in indecision, sometimes it's because there are too many choices, or maybe the decision just feels so heavy and overwhelming that we just freeze in place.

That syndrome happens to home buyers on a daily basis. Your home could check all of the boxes, tug at all the right heartstrings and yet, no offer. Their agent will often report that they're "still mulling it over" and "it's on the short list".

Let's push that decision to a head. There's nothing that says the seller can't initiate the offer proceedings. It's a little non-standard, but if I'm your agent, out-of-the-box thinking is part of what you're paying me for, right? Let me push them off of 'dead center' by sending them a purchase contract, all ready for them to sign.

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HACK #5

Advertise The Mortgage

Do you remember what it was like to buy your first home?

Most people are so daunted by the process and consumed by one fear: that they're going to bite off more than they can chew, financially speaking. They're afraid of getting in over their heads with down payment and monthly payment obligations, closing costs and even inspections. And they're not clear at all about how much any of this costs.

Ask your REALTOR® about which special programs your home might qualify for. Expert agents are in the know about special options for 100% financing, down payment assistance programs, or Community Reinvestment Act loans. You can go so far as to add this call to action to the street sign and fliers.

On the luxury end of things, ask about special programs like ARMs for jumbo loans or special financing for doctors, attorneys, etc. A ninja agent will know these options.

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THESE FIVE HACKS ARE THE TIP OF THE ICEBERG.

Want to know more about working with an expert agent?

I want to help you achieve your financial goals through selling your home.

WHAT TO DO NEXT:

Call, Text or Email me at contact info below to request your free consultation.

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ABOUT

Mickey Gutleizer is a licensed REALTOR® serving Miami-Dade and Broward County, helping buyers and sellers make smart, well-informed real estate decisions. Known for strong negotiation and clear communication, Mickey focuses on protecting his clients' money and minimizing surprises throughout the process. With advanced training in negotiation, listing strategy, and real estate marketing, he helps sellers price and position their homes correctly and helps buyers secure favorable terms. His approach is straightforward: educate first, negotiate hard, and guide clients every step of the way.