



Island

Sotheby's
INTERNATIONAL REALTY



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TITLE GUARANTY
A Legacy Built on Promises Delivered

MARKETING YOUR REAL ESTATE

Together we can sell your home



After a full day of house hunting, even the hardest shopper has difficulty remembering each home visited. A selling display featuring your property's benefits is a great way to be sure your home stands out in the shopper's memory.

Together we can follow these marketing strategies to successfully sell your home!

Your home's **memory points** should be attractively detailed in a poster, or in a loose-leaf binder or photo album, and displayed on your dining table or near the front door.

Home shoppers appreciate a memory-jogging **take-home flyer**, summarizing the display information for later study. Always include the property address, price, brief description and my name and phone number.



Each home has its own **individual outstanding features**. When we discuss your home's marketing strategy, let me know your home's unique characteristics by discussing the following topics:

- **Capital improvements.** Project description, year completed and your investment in the improvements.
- **Upgrades or replacements.** List new appliances, paint, wallpaper, attic fan, anything you've accomplished that buyers won't have to do after move-in. Mention special features and benefits. For example: "Easy-care kitchen range with self-cleaning oven, sealed burners, electronic ignition, digital controls.
- **Floor plan.** Show room arrangements and dimensions. New-home builders and renovators can often provide floor plans, or one can be drawn for your home.
- **House illustrated.** Include an image of your home in your display and on the flyer. Architect's renderings may be available from the original builder.
- **Pre-listing home inspection report.** Impress buyers with proof of your home's excellent condition. Show receipts for correcting any problems noted by the inspector.
- **Neighborhood information.** List neighborhood association dues (if any), annual community events, and Neighborhood Watch programs. If yours is a friendly, quiet neighborhood, then be sure buyers know it!
- **Energy-saving features.** Cite money-saving extra insulation, high-efficiency heating/cooling system, thermal double-pane windows, etc.
- **Average annual utility bills.** Mention affordable property taxes. *Buyers want to know!*
- **Gardening highlights.** Sketch the landscaping plan to show work done. Identify trees and plants, especially if they are unusual. If selling off-season, then provide photos of bushes and flowers in full bloom.
- **Neighborhood map.** Highlight nearby schools, convenient transportation, shopping, parks, libraries, hospitals, and other amenities or points of interest. Your kids can help color the map!
- **School data.** Feature excellent schools. Mention honors and awards, good student-teacher ratios, sports and athletics, drama presentations, and special programs (i.e. for learning disabilities or English as a second language).
- **Community services.** Include helpful information such as days for recyclable-material and bulk trash pick-ups, availability of swimming pools, children's summer day-camps, adult education.

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A Complete List of FYI Flyers is available on TGExpress. Go to:

www.tghawaii.com

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