

DANIEL MERVAR & DENNISE MACHADO



TOP MARKETING ACTIONS TO SELL YOUR HOME AT THE BEST PRICE

- **Thorough market analysis** to price your home. We are constantly monitoring the market's trend to keep you well informed. Pricing your home right from the beginning typically attracts the most buyers and achieves the highest proceeds for you.
- **10 seconds or less** is what most buyers take to form a first opinion of your home. Let's make them count! Staging consulting provided by a professional staging company that will help present your home to appeal to the buyer's senses. Staging does make a difference and sells your home at a higher price. Maximize your home's attractiveness to form an emotional connection to impress and motivate a buyer to swiftly make an offer before it's gone from the market.
- **Professional photography** and a virtual video tour. Top notch pictures and video really helps sell a home 30% faster and for top dollar! High quality photos and video taken of your home to highlight interior/exterior to be displayed through MIBOR, the listing system all real estate agents in Central Indiana use.
- **99% of buyers** do their initial search on the internet. Your listing and video are sent to all major online real estate sites such as: Century 21.com, Homes.com, Realtor.com, Trulia/Zillow, Fine Homes & Estates.com and over 200 approved real estate websites.
- **Unique property website** for your home is provided to provide more visibility to buyers. It gets displayed on YouTube to expand the online reach of the listing. We use artificial intelligence to position your home at the top of searches.
- **Colorful Flyers** created to promote your home, and we mail professionally created just-listed postcards to the area to highlight your listing. Open house if you desire to attract potential buyers and agents to view your home.

- **Over 350 Century 21 Scheetz agents** in 9 locations get notified before the listing goes live as our agents will have buyers that are looking or have a client being relocated here. C21 Scheetz Relocations Services provides the highest quality relocation program which also was selected to serve military members and their families withing the Century 21 Military Rewards Program.
- **Facebook/Instagram** marketing that targets location and will reach many potential buyers for your home through social media marketing.
- **Sign rider** on the yard sign that someone visiting in the neighborhood can call the number to receive information on your listing for themselves or pass on to a friend that is looking to buy. We are notified when a person calls the number & we follow up.
- **Showing Services** set up through Broker Bay Showing Service that tracks which agents show the home & requests feedback for showings by agents. You are notified & approve all showings so that you are aware when an agent shows your home.
- **Ongoing follow up** on activity with you to review showing feedback. Negotiate offers on your behalf to achieve the best outcome for you.
- **Powerful Software** that simplifies everything! Our powerful transaction management software and talented administrative staff makes simple work of the intricate details that come with a real estate transaction. Documents are signed and safely shared online.
- **Century 21 Scheetz Foundation** is committed to supporting and helping local charities, families and individuals with immediate needs and emergency relief. We donate on your behalf from our commission to the Foundation, which is non-profit. We love and support our communities to make them a better place to call home for everyone.



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