

## **You Should Never Settle For Anything Less.**

### **Let Michael Sanford List and Sell Your Home**

There is a great amount of work that goes on behind the scenes for a successful listing of a home. It's important to remember that the listing of your home is typically the first thing potential buyers of your home will see.

So, first impressions matter! You need someone who is attentive to the details and nuances of your home. A listing should convey more than simple details of your home and the work you have put into it.

Michael Sanford curates listings that will quickly and continually generate competitive offers for your home. We create listings that will help it sell for the price you want, not what the market dictates.

A poorly crafted listing will cost thousands of dollars. But, with Michael Sanford's expert advice your home listing will get you the most back on for your investment.

**Are you looking to sell your home in The Music City or the surrounding suburbs?**

**Then let Michael Sanford help you get the most from your home.**

**We're the No.1 realtor in Nashville and the surrounding area!**

### **Pricing Your Home**

Whether you're looking to sell a rambling, lodge styled mansion on the outskirts of town or a contemporary condo on bustling Broadway, there are some vital aspects your listing should have to ensure its success.

The price must be your first consideration. In an ideal world, your home's price should be able to garner offers from buyers who would not typically consider a listing such as yours. It should make them want to see your property and its potential.

It has become increasingly commonplace to see agents and sellers be inconsiderate with this step and create a listing that draws buyers' ire. A good rule of thumb when it comes to pricing is to aim slightly under what buyers might be expecting and the market dictates. If your home or property is perceived to be a good deal, it will be a competitive listing and likely drive up your initial asking price. Remember, your initial price will probably not be where you end up when you hand over the keys to the buyer!

To arrive at the best price for your home, it's important to research the current listings and sales of the homes in your area. Do this for at least the previous year. That way you will get an idea of where the pricing trends are headed for the next three months, which is typically the timeframe you'll be looking at.

### **Describing Your Property**

Owners don't have to be marketing geniuses or fantastic writers when it comes to describing your home. By simply stating in a few sentences what kind of property yours is, and with one or two highlights, you'll have an effective listing. The briefer you are, the better. After this you can further elaborate on the property's location, other features, and amenities.

Describing the location of the property is vital from the outset. This is typically the first or second question buyers want an answer to. Describe this in detail as different buyers look for different factors. Families will be looking for proximity to schools, whereas couples may be looking for how close public transport is. And, after all, all buyers are good buyers!

Some sellers have had success by providing a brief history of the home's prior sales. The only problem with this is that markets fluctuate and so does the value of an area, so you could end up doing more harm than good to your end price by doing this.

### **Photographing Your Home**

An effective home listing should also always have high-resolution and well-staged photos of the property. These photos should only be taken when the home is ready for sale, with as few of your personal items and decorations as possible in the photo. The photos should allow buyers' minds to wonder and dream about what they can do with the space. For example, an interested couple may not want to see children's belongings in photos. Similarly, a young family may not want to see features of the home in photos that make it dangerous for children, like a wet bar or home gym.

Buyers' attention is habitually drawn to the kitchen, bathrooms, and bedrooms the most. These are where people tend to spend most of their time, after all. Rooms like the laundry or garage do not need to be in the listing's photo collection. They also tend to not be well lit or are overly lit removes and therefore don't photograph well.

Some other tips we at Michael Sanford like to give when it comes to photographing and staging a home for sale:

- Sellers should make their home retains some style and charm but be clear of personal touches that suggest prior ownership. So, try to "depersonalize" the home in photos as much as possible.
- When selling your home, the street view needs to be picture perfect. So, clean up the garden!
- We recommend homeowners take advantage of their home's natural light when buyers are inside, so similarly when photos are being taken of the home, we want to showcase the natural light.
- Be fresh, with some plant life! Adding some healthy looking, green, and well-placed plants or flowers can breathe freshness and life into your property.

### **Minor Updates Can Go A Long Way**

Owning a home that is older or slightly dated can make a buyer start to make comparisons with other listings in the market. This is of course simply human nature, but by replacing some dated, old, or damaged features, you be on the good end of a buyer's mental comparisons.

As buyers tend to review all the homes they like, they often think they then have a good understanding for what they are willing to pay. Unfortunately, this is likely to be less than what you imagine!

Furthermore, if they see that all the homes they like have hardwood flooring, an outdoor cooking area and central air, then this is something they may have to seriously consider installing, enhancing or factoring into your price without them. The housing market never sits still, so if your home was particularly well liked for something 10-20 years ago, it's likely not important to buyers now!

### **Utilize the Internet**

If you're knowledgeable about property and real estate listing websites, you likely already know that there are several tools available to enhance your listing.

Potential buyers scour the internet for listings these days, as gone are the days where buyers would rely on walking around to real estate agents to look in the window or check the listings section of the Saturday newspaper. Online listings are the way to go, plus they'll cost you as the seller, significantly less.

A little extra work spent online curating your property's listing can potentially pay off big when the buyers get competitive. So, take your time, make sure your property looks amazing, then wait for the offers to (hopefully) start rolling in!

### **The Michael Sanford Advantage**

Listing your home with Michael Sanford means we will highlight the best parts of your home to ensure your home sells for the price you want. We instantly match your home with our existing database of buyers to speed the process up too.

Our listing specialists have many years of experience in real estate in Nashville and the surrounding area and can't wait to meet with you and discuss the options for listing and marketing your home.

It's a competitive market out there now, so you need all the professional expertise and skill at your fingertips to ensure the sale of your home is as profitable as possible. We work with you just as hard as we would if we were selling our own home!

Here are just some of the things we do with home listings:

- We generate more than 40 listings per day for people who want to buy in the Nashville area.
- We have several highly active realtors in the area, all with comprehensive databases of buyers that we expose your home too. No more waiting for potential buyers at an open house!
- Your listing is given high priority so that it will receive extensive views by buyers looking in your area, subdivision, and price range. This increases the chances of a successful sale massively!
- Michael Sanford can promote your listing within our wide-ranging network. We know Nashville and the surrounding area better than anyone!
- Our website is state of the art and constantly updated.
- Our listing writers know all the techniques to attract buyers and really market your home effectively. We monitor the traffic and hits to our site and your listing to see what works.

**When it comes to selling your home in Nashville and the surrounding area, trust the name that everyone knows – Michael Sanford.**

IMPORTANT: This written material has been prepared based on sources that you provided or that the writer found. Neither Flocksy or the writer who wrote the copy makes any claims whatsoever as to the accuracy of the information contained within, and they are not responsible for any legal or financial difficulty resulting from the use of this written material. We encourage you to review it thoroughly before disseminating it or using it in trade.

SOURCES USED:

<https://www.nashtnhomes.com/>

<https://benchmarkrealtytn.com/>

<https://www.nashvillemls.com/listing.php>

<https://www.nashvillemls.com/>