



## Checklist for Home Sales:

### **“We’re in a Price War *and* a Beauty Contest”**

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The goal is to clearly demonstrate to consumers and real estate agents that your property shows the best value in its class.

This marketing checklist puts you at or near the top of the value list.

The sellers with whom you are competing have considered many of these items and may have put them in effect for their properties.

- **Home Warranty\***
- **Seller’s Assist**
- **Curb Appeal**
- **Special Financing**
- **“Green” Home Audit\***
- **Selling Agent Incentive\***
- **Pre-Inspection\***
- **Home Staging\***
- **Landscaping**
- **Virtual Tours**
- **Custom Brochure**
- **Most Important Marketing Consideration: The Correct Price based on recent home sale comparisons (as provided by your real estate professional)**

\* Items with stars denote an additional fee to be incurred by seller

