



7 Steps to Getting Top Dollar When You Sell

Know Your Market

Check how quickly homes are selling, buyer expectations, and inventory levels.

Make Smart Improvements

Neutral paint, updated fixtures, deep cleaning, decluttering, curb appeal refresh.

Stage to Impress

Simplify decor, add greenery, soft lighting.

Capture Attention Online

Professional photos, video tours, compelling listing description.

Price Strategically

Price near market value to spark competition.

Market Beyond the MLS

Social ads, email marketing, open houses, agent networking.

Work With a Skilled Negotiator

Choose an agent with strong negotiation strategy.

Bonus Tip: Timing Matters

List when buyer demand peaks.