



Julie James-Griego
REAL ESTATE BROKER

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NM LICENSE 49272



LET'S GET YOUR HOUSE **SOLD!**

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven marketing plan.

We will:

1. Price your home strategically so you're competitive with the current market and price trends.
2. Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
3. Place "for sale" signage to drive-by prospects.
4. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
5. Optimize your home's Internet presence by posting information in local and national MLS systems, including plenty of photographs and a description of your property.
6. Create a fliers to place inside your property.
7. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
8. Advertise your home in email campaigns and social media.
9. Create an open house schedule to promote your property to prospective buyers and market those open houses.
10. Target active buyers and investors in my database who are looking for homes in your price range and area.
11. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.



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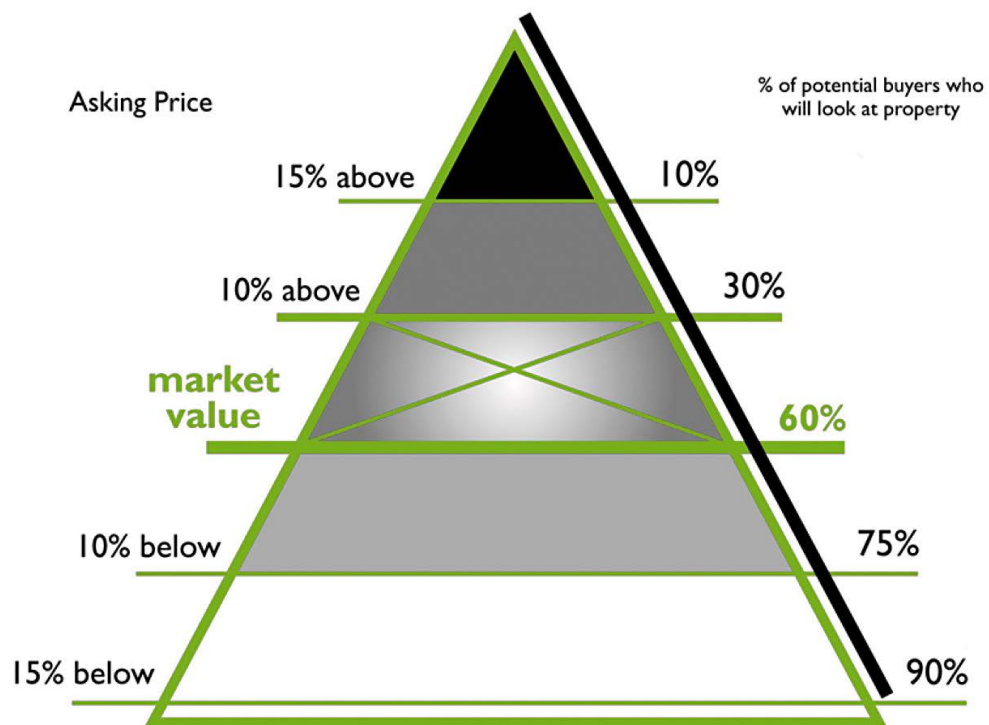
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PRICED RIGHT ATTRACTS BUYERS!

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



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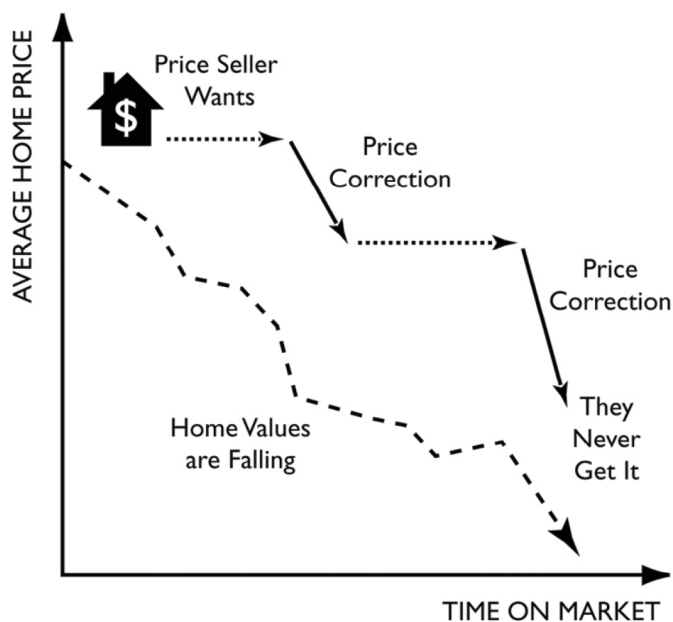
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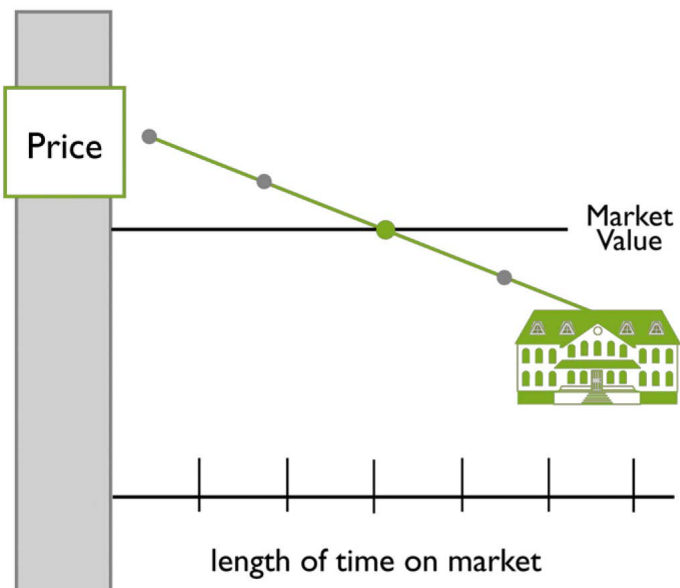
THE RIGHT PRICE IS **IMPORTANT**

A property generates the most interest when it first hits the market.
The number of showings is greatest during this time if it is priced at a realistic market value.



Starting too high and dropping the price later misses the excitement and fails to generate strong activity.

Many homes that start high end up selling below market value.





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READY, SET, **SOLD!**

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

EXTERIOR

- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

INTERIOR

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

FOR SHOWINGS

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like vanilla.
- Vacate the property while it is being shown.