

Home Selling Webinar

What We'll Cover

- 01 Understanding the Market
- 02 Making the Decision to Sell
- 03 Preparing Your Home During a Pandemic
- 04 Selling Your Home



Understanding the Market

Understanding your market can help you set a selling strategy

Your local market trends

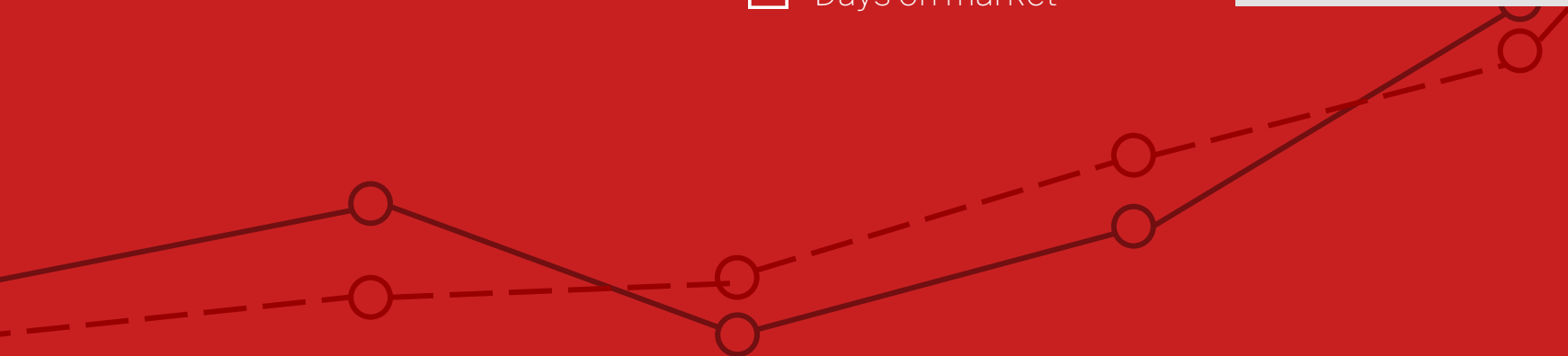
 Median sale price

 # of homes for sale

 Days on market

ADVANTAGE

Your Household Agent can meet with you to discuss current market trends.




What were doing to sell your home

Your Home in the Spotlight

 Easy Tours via live or video chat

 Live Open Houses

 Virtual Open Houses available 24/7

Household Helpers

We utilize the Multiple List Service and several other online publishers for unmatched syndication.



Making the Decision to Sell

FOR
SALE



HOUSEHOLD
REAL ESTATE

586-573-0300

householdrealestate.com

Find Your Bottom Line

What is it going to cost to sell your home?

Commission

Outstanding Mortgage

Taxes and fees

Out-of-pocket expenses — updates, repairs, etc.

Choose an Agent Or Sell By Owner.

Evaluate multiple agents

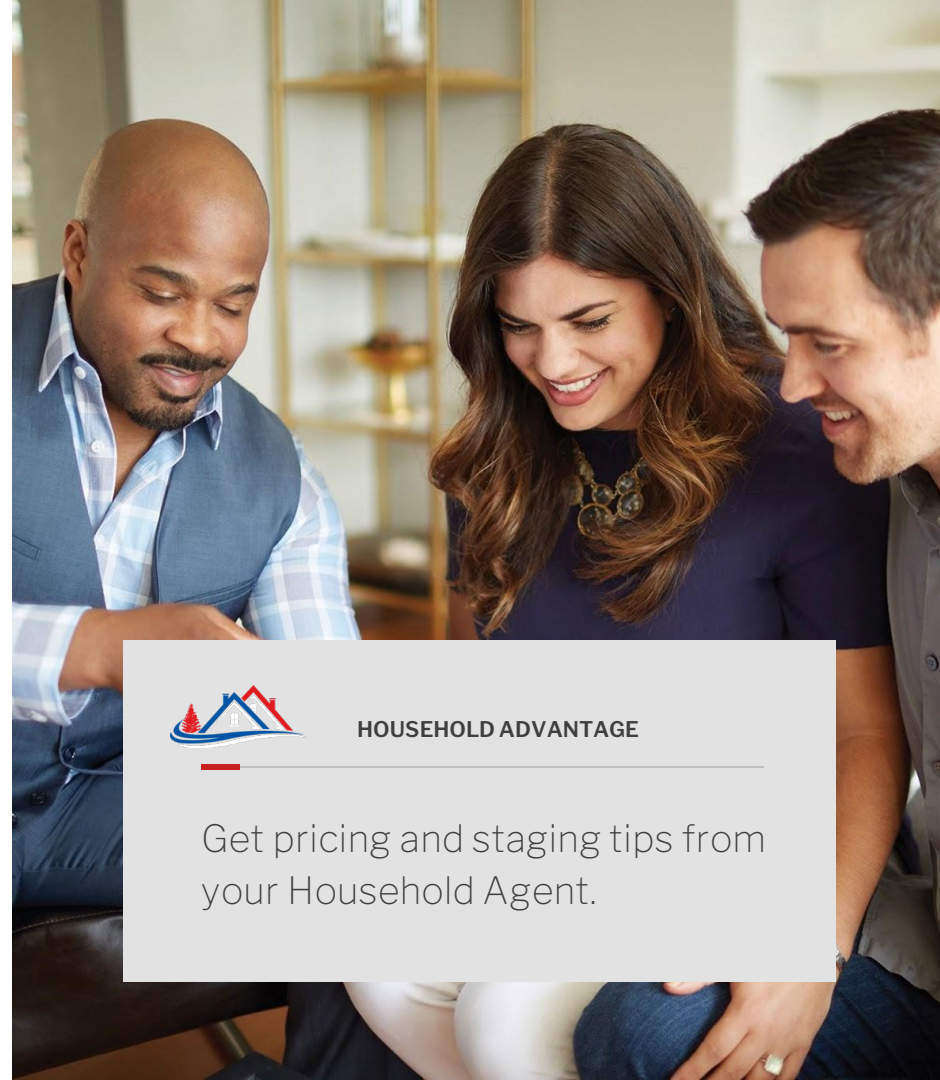
Don't just go with an agent who promises the highest price

Experience and Service

Find the agent that will work hard to get the deal that's best for you

Virtual or In Person Consult

Household Real Estate Agents will host a virtual consult using Zoom from the comfort of your home, or we can meet you at your home!



HOUSEHOLD ADVANTAGE

Get pricing and staging tips from your Household Agent.



Preparing Your Home

PREPARING YOUR HOME

Décor - Less is more

Lighting

Get other opinions.

Highlight your home's assets

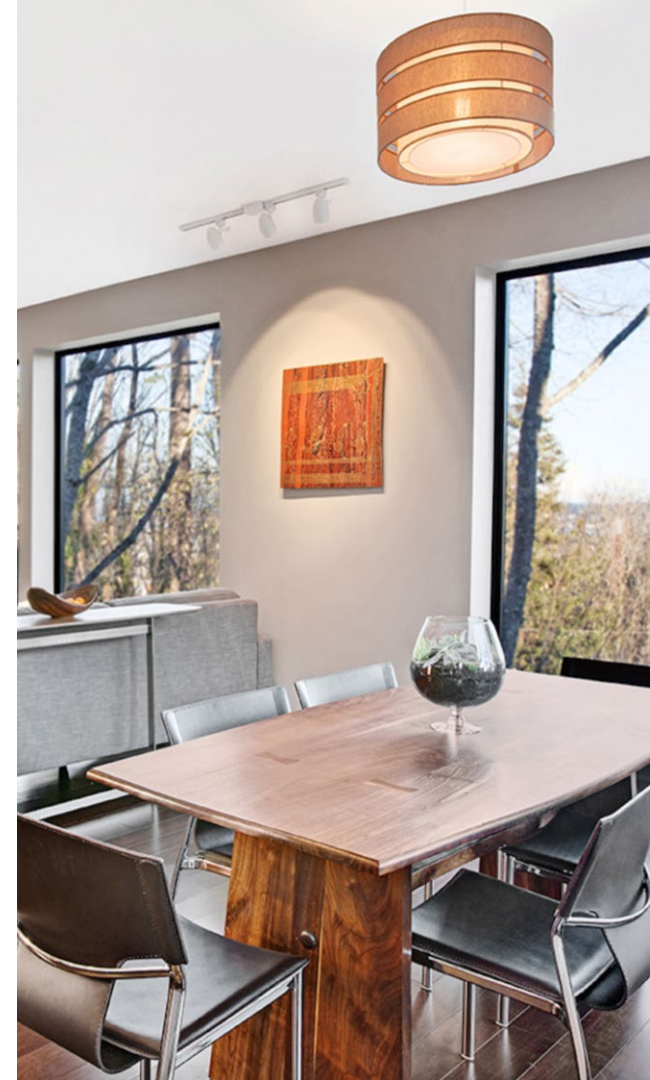
Remove all pets

Make minor repairs

Clean up and make your bed before tours

Don't forget yard maintenance

Remove all personal items



Staging and Prepping Your Home

Staging of an empty home can be done virtually, you can also talk to your agent via video chat to get suggestions on how to best utilize your own furniture for photos and video tours.



REPAIRS & UPDATES

Your agent will advise you on what repairs and updates will be beneficial for the sale of your home

Upgraded kitchens and bathrooms help sell homes

Fresh paint

Deep cleaning or re-grouting tile, refinishing hardwoods

Re-facing or repainting cabinets

New backsplash, or countertops

Updated fixtures





Selling Your Home

Get Professional Photos



AMATEUR PHOTO



PROFESSIONAL PHOTO

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COMPARATIVE MARKET ANALYSIS

A CMA helps you & your agent accurately price your home

What is the home really worth?

 Setting a pricing strategy

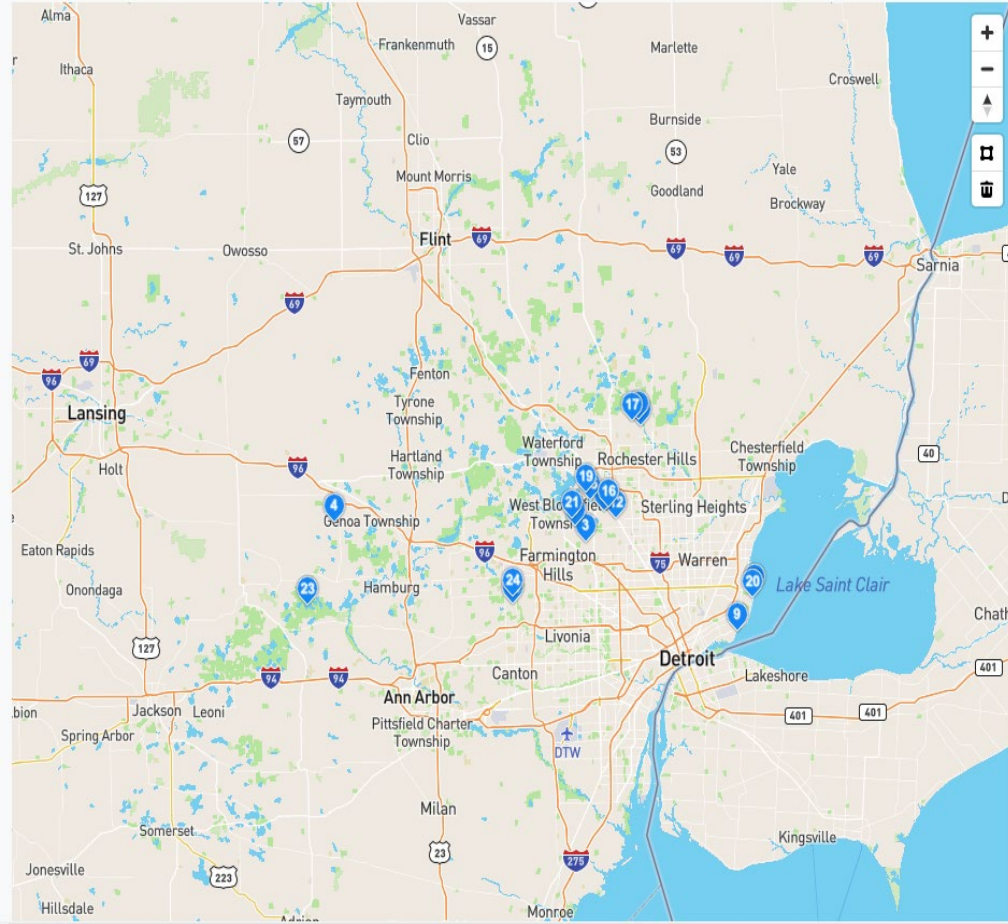
 Market competitiveness

 What has recently sold in the area?



Search Any (Address/City/Zip/MLS#) Residential Status Min Price Max Price Filters

1 - 24 of the 18,885 Listings << < 1 2 3 4 5 6 7 8 9 10 > >> Sort By



Marketing Your Home Online

Household is the best brokerage to sell your home.

Better Service: Industry Leaders

We will create a 24/7 Virtual Open House with a 3D walkthrough of your home on our site.

The Best Marketing Online

When you list your home with Household, you have the power of the MLS behind you. Plus with professional photos, 3D tours, and the power of our marketing, we'll make sure your home is seen by serious buyers.



The Selling Process



What's next?

📄 Set up a listing consultation to talk to a listing specialist about selling your home.

- Email or call directly
- www.householdrealestate.com
- Contact us form on our website.



Questions?

Thank you for coming!