



The Elysian Agency

# Things to Consider

When Selling Your House

CONDITION ■ PRICING ■ MARKETING ■ THE AGENT



Heather Kinder Sims OWNER BROKER The Elysian Agency LLC



Thanks in advance for taking the time to consider this information! I strongly believe that it's important to our successful working relationship that we are on the same page about how to sell a home. We will go over these four things - **CONDITION, PRICING, MARKETING & THE AGENT (Me! Lol)** - at our appointment, but this will give you a good preview.

You can find more resources to by going to my website at [www.ExpectMoreWhenSelling.com](http://www.ExpectMoreWhenSelling.com), checking out my videos just for on [YouTube.com/HeatherSimsRealtor](https://www.YouTube.com/HeatherSimsRealtor), or you can **ALWAYS** email, text, or direct message me.



Heather Kinder Sims

[www.ExpectMoreWhenSelling.com](http://www.ExpectMoreWhenSelling.com)  
OWNER BROKER The Elysian Agency LLC



# Things to Consider Condition

In order to

*sell your home for top dollar...*

## Inside the House

- Walk through your home and look at it from a Buyer perspective.
- Consider inexpensive & simple, but impactful, updates to things like light fixtures, faucets, bathroom mirrors
- Situate items in closets (think tidy and stacked, not empty)
- Fix any minor things that aren't working or need repair - blinds, doorbell, sprinkler heads, towel racks, kitchen sink disposal, etc.
- Clean windows
- Begin addressing any animal smells by deodorizing carpets or adding air fresheners for a couple of weeks prior to putting the house on market
- Make a decision about more involved updates/repairs, like painting a room or rooms (especially if colors are outdated or walls are scuffed)

## In Front

- Look at the front of your home from a Buyer perspective
- Stand at the front door, what do you see? Is paint needed on the door, etc?
- Consider easy ways to enhance curb appeal, with things like clusters of greenery and/or flowers, fresh mulch, an updated entryway light

## Out Back

- Go into the backyard and look at it from a Buyer perspective
- Consider getting rid of things that aren't used anymore, like trampolines and play equipment
- Neaten things up (often there are things laying around!)
- Get some new outdoor throw pillows for furniture

*But don't worry about any of these until we talk!*



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# Things to Consider Marketing

Without GREAT

*marketing*

sellers can literally leave thousands of dollars on the table.

- All the basics are a must.  
Yard Sign, MLS + Other Websites like Zillow & Realtor.com, Property Website, Mailers
- Then we have to LEVEL UP! Set it up for success, then keep it up.

LEVEL UP MARKETING  
Professional Staging & Professional Photography  
Videos  
Social Media  
Networking  
Plus



Marketing efforts, including staging & photography, are at no cost to you.



# Things to Consider Marketing

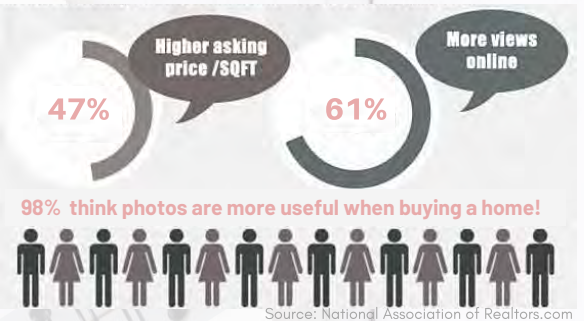
Without GREAT *marketing* sellers can literally leave thousands of dollars on the table. But this LEVEL UP MARKETING means no worries there.

## staging

A Professional Stager comes for 2-3 hours and uses your furniture & decor to stage your home.

## photography

A Professional Photographer comes after staging, on the same day. These will SHINE online!



### Top reasons a buyer's decision is impacted by a staged home:



## video

Several different types will be used:

- Walk-Thru for Zillow
- Pictures to Music
- Favorite Feature
- Lifestyle

### Why?

- Eye-catching
- House shows higher on searches
- House shows better on Social Media
- Infrequent use for other homes for sale makes yours stand out!

Video drives a 157% increase in organic traffic from search engine results pages

Source: PromoModo.com



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# Things to Consider

## Pricing

Getting the

*pricing*

RIGHT is a huge factor in selling a home.

# 2

## Things to Keep in Mind

- Agent & Sellers don't set the Price...the Market sets the Price. :)
- The house has to sell twice - once to the Buyers and again to the appraiser, so the Price has to be supported by comps.



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# Things to Consider

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Agent

What qualities do you want in your

real estate agent?

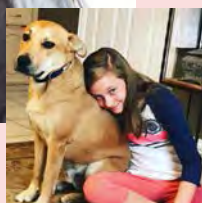
## Expertise

- #1 Customer Service Award in Ebby Office in 2012
- 2015 – Almost \$9 Million in Sales, 3rd Top Producer
- 2016 – Over \$10 Million in Sales, 3rd Top Producer
- 2017 – Over \$12 Million in Sales, #1 Top Producer
- 2018 – Over \$11 Million in Sales, 3rd Top Producer

## Proven

- 2018 FACTS:
- Almost 30% – Listings with a CONTRACT within 14 days
  - 47% – Multiple Offers
  - 25 Days – Average # of days for a CONTRACT
  - ONE expired listings since 2012!

- ⊕ Ebby Company Honor Roll 2017 & 2018 (Top 3% of Ebby)
- ⊕ Company-Wide #1 Customer Service Award 2018
- ⊕ D Magazine BEST List 3 Years in a Row
- ⊕ Top 1% Agents in Texas
- ⊕ Top 500 Agents in DFW
- ⊕ Certified Residential Listing Specialist



Plus, I'm a mom of 12-year-old twins and a dog, a wife of 14 years, and I like to run, read, and enjoy a glass (or two) of wine. My favorite local restaurant is Mi Cocina or Bin 303, it's a hard choice!



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# Things to Consider

## Reviews

### testimonials

thankful  
grateful  
blessed

I am so thankful that the vast majority of my business comes from repeat clients and from referrals from clients, friends, and family. I have included reviews from clients in the CMA documents, but you can also look at Facebook, Zillow, Realtor.com, my website, and my blog to check out what people say about how I work. I can even provide phone numbers or email addresses for you to have direct contact with those people if you'd like!

"Heather is the consummate professional and provided us excellent service from start to finish. She is a great asset to Ebby and we'd highly recommend her."

— RB

★★★★

"Heather was amazing throughout the entire process. We had so many questions and she was always eager to answer us very quickly. She is the only Realtor we will ever use!"

— Brad and Michelle

★★★★

"Heather went above and beyond my expectations. She has actually become a friend."

— Patricia D.

★★★★



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