

CASE STUDY

EAGER TO TAKE ADVANTAGE OF THE SELLER'S MARKET, JUDY F. NEEDED TO DOWNSIZE **(WHILE SELLING HER ESTATE PROPERTY FOR TOP DOLLAR!)**

Her dream home that she loved and cared for was no longer a joy to own. Maintaining the grounds and the upkeep were just too much! When she called me she said, "I need an agent who will see the value in my property and tell me what needs to be done to get out from under all of this stress."

DETERMINED, JUDY WENT SEARCHING FOR THE RIGHT AGENT.

After meeting with agents who undervalued her property, considering all of her furnishings and belongings to be a hindrance to the sale - Judy F. called a friend for guidance. The friend told her to call Suzette. The energy shifted to, "How may I help?" We talked about where she was, where she wanted to be, and what it would take to get her there.

WE GOT HER HOME READY FOR MARKET IN UNDER 3 WEEKS AND WITH LESS THAN \$1,500 IN UPDATES AND A STRATEGIC MARKETING PLAN.

I sat down with Judy and we mapped out a plan of what needed to stay, what needed to go and strategically staged the home—showing the use of all areas of her home. And once the updates were complete, I went to work heavily marketing her home using the time-tested methods I know work the best.

HOME SOLD FOR \$75,000 MORE IN 3 DAYS ON MARKET!





“Thank you for handling the sale of my property in such a professional and caring way. Your actions, both big and small, made it a smooth transaction from start to finish. Feel free to use me as a reference. I’m hoping to never move again but keeping you on the speed dial just in case. Take care and stay in touch.”

— Judy F.

SO HOW DID JUDY GET MASSIVE ROI?

All my clients deserve to get the highest possible price in the fewest days on the market. That’s exactly why strategy is so important. When I worked with Judy, as with all my clients, I used home preparation and marketing strategies that increase the property’s perceived value. With my systematic process, Judy went from hesitant (due to her prior experience) to excited. Securing the extra \$75k was huge for her. She was able to successfully downsize and transition to her new home with no financial worries.

Thinking of selling in the next 12 months? Call Today to Get Started
→ 919-302-0352

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I will cover your goals, my process, and if it’s a fit, schedule your Strategic marketing Consultation.



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