

## 9 Critical Questions to Ask Before Hiring a Real Estate Agent to Sell Your Home

The Association of Real Estate License Law Officials estimates that there are over 3 million active real estate licensees in the United States. With that many agents, it becomes difficult to find one who is going to sell your home for what it is really worth.

To sell your home fast and get the best offers, you need to find the right agent- a local expert who understands the role marketing plays in the home-selling process, and can reach an untapped share of the market to drive multiple offers for your home.

To find the right agent, you have to ask the right questions. Here are some critical questions that will help you make the best choice when hiring a real estate agent to sell your home.

1. Can you please walk me through your multi-touch marketing plan so I can better understand the methods you will use to make sure I receive top-dollar for my home?

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2. How much of your marketing activities will focus on promoting my home versus just promoting you as an agent? Please provide me with examples.

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3. Do you use any type of text-capture technology, dedicated property websites, or interior photos on your yard signs, or do you just provide a standard agent-branded sign for my yard?

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4. What steps do you take to highlight my neighborhood and the surrounding area to potential buyers, and do you provide any type of takeaways to keep my home top-of-mind?

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5. Do you include any custom print marketing in your marketing plan (such post cards, or business cards) that would feature details of my home to as door hangers, local homebuyers?

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6. How many post cards will you mail to potential homebuyers in my area advertising my home for sale, and can I see a sample of these post cards?

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7. What is your online marketing strategy for my home? Do you only place my home on standard real estate websites that are fed by the MLS (multiple listing service), or do you provide a comprehensive, customized online marketing plan to reach buyers?

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8. What is your strategy for setting the price for my home, and what tools do you utilize to determine my ideal listing price?

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9. How successful are you in obtaining multiple offers on your listings, and what strategies do you find most useful for creating "multiple offer situations?"

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**See the following pages for LPT Realty Answers.**

## **ANSWERS**

### **1. Personalized Multi-Faceted Marketing Plan**

You can immediately determine if you're dealing with an average agent or an expert with this question. Any real estate agent can market to a potential lead that's already looking to buy, but a true local expert will demonstrate the ability and drive to reach people who haven't even started looking for their next home. In fact, the best leads are not always the ones actively looking to buy a house.

These are precisely the type of buyers your agent should be targeting. However, these audiences are completely ignored with basic marketing techniques. This means your agent must go above and beyond to maximize their listing's exposure. That is exactly what LPT Realty experts do for your home. The more exposure for your property, the more likely it will reach the right buyer, in the right place, at the right time.

Leveraging print, digital, and direct mail marketing, Certified LPT Realty Local Experts use a personalized, multi-faceted marketing strategy to sell your home fast, get more offers, and drive up your final selling price.

### **2. Making Your Home the Core of the Marketing Campaign**

When it comes to marketing your property, your home not the agent's face should be the primary focus of the campaign and the epicenter around which all marketing efforts revolve.

This is referred to as geo-targeting. As its name implies, geo-targeting focuses content and advertising around a specific location: your home. This means that print, digital, and direct mail marketing will extend to key areas that surround your home. LPT Realty's strategic targeting ensures your listing becomes the center of the bullseye that draws the right buyer home.

### **3. Win the Battle at the Sign**

Every agent uses yard signs, but very few know how to use them to their maximum potential. Certified LPT Realty Local Experts utilize two key elements to make this piece of the marketing puzzle even more powerful.

LPT Realty Local Experts will display interior home photos right on your full-color yard sign. Having these images on your "For Sale" sign invites passersby to pull over to take a closer look giving them more time to engage with the marketing right in front of your property.

Text messaging gives interested buyers a fast and convenient way to get details on your home. That's why each sign rider also includes a dedicated phone line and unique text code for your property - letting interested buyers get information in a way that's simple and familiar. Potential buyers can simply text this number to get a link to your dedicated property website featuring all the details they're looking for on your home. Unlike websites that show other properties and make it hard to reach the agent, your site allows buyers to directly contact your LPT Realty Local Expert, request a showing, and browse your property free of distractions or competition.

Considering nine percent of buyers found their home through a yard sign, these are excellent ways to ensure potential buyers remember your home

#### **4. You're Selling More Than Just a Home**

A real estate agent is selling more than just your home. Your neighborhood and the people, places, and businesses in it play just as important a role in securing an offer as your square footage or number of bedrooms.

Certified LPT Realty Local Experts use Neighborhood Reports that provide a map of restaurants, grocery stores, hospitals, pharmacies, and other businesses in the area. These reports also feature a satellite view of your neighborhood, interior and exterior photos of your home, and a regional map that highlights airports, gas stations, and more. Having this information on-hand during your open house or showing can heavily influence a person's buying decision and determine if your home is a contender in their search or not.

Neighborhood Reports also make good takeaways - something buyers can remember your home - as they go view other houses and with return back to their busy lives.

#### **5. Recognition Through Repetition**

Exposure, emotion, and repetition are key elements to connect with potential buyers when selling a home. Nothing hits all three better than an eye-catching, community-wide print marketing campaign.

Certified LPT Realty Local Experts send out high- quality print pieces, such as door hangers, post cards, and business cards that feature professional photographs of your home's exterior and interior. They are strategically placed throughout your neighborhood to ensure potential buyers see your home, time and time again. This style of repetition and exposure creates a lasting impression and makes your property instantly recognizable to potential buyers.

People also tend to look at physical advertising longer than digital and form stronger emotional connections through touch. By providing something your home's future owners can hold in their hands, these print pieces allow buyers to remember your home for a longer period of time, recall details more quickly and confidently, and create an emotional response that triggers their intent to purchase.

## **6. Target Potential Buyers Right in Their Mailbox**

Using full-color, direct marketing mailers featuring interior and exterior photos of your home, Certified LPT Realty Local Experts reinforce recognition through repetition by strategically sending your listing directly to the mailboxes of potential buyers in your local area.

Targeted postcards featuring a "Just Listed" headline officially announce your home is up for sale, creating a sense of urgency that lets hopeful buyers in your area - who may have seen your yard sign or a flyer at a local coffee shop - know your home could be theirs.

Each postcard includes a unique four-digit code that interested buyers can text to be immediately directed to your home's dedicated website. By offering the information buyers are looking for at the exact moment they are thinking about your home, you can increase the chances they'll schedule a showing and move your house to the top of their list.

## **7. Find the Right People at the Right Time**

To reach the maximum number of potential home buyers and drive up the demand (and price) for your home, you need to advertise in places other than the MLS (multiple listing service) and showcase your home where potential buyers are spending most of their time online. You need to be seen in places other than the usual home search sites.

In combination with print marketing, LPT Realty Marketing Experts also reach buyers online by displaying digital ads for your home on popular websites, social media

platforms, and other high-profile pages. Using a combination of geo-targeting and retargeting, these ads are designed to reach potential buyers while they browse for non-home-related information. This drives exposure and repetition for your property and expands the reach for potential buyers even further.

## **8. Price Your Home to Sell**

Before putting your home on the market, you'll need to determine its selling price. If you set your price too low, you risk bringing in less money than your home is worth. If you set the price too high, you may go months without an offer. The perfect price can catch the attention of buyers, bring in multiple offers, and quickly lead to a sale - a one-on-one consultation with a real estate professional helps you arrive at that ideal number.

That's why an accurate home valuation is such an important piece in the home-selling puzzle. Working with a Certified LPT Realty Local Expert, you'll receive an accurate, personalized home value consultation at no cost, even if you're not yet ready to sell. Plus, your Local Expert can provide tips on boosting your home value to sell for more, as well as up-to-date information on your local market conditions.

A personalized CMA taking all home factors into account will make sure your home is priced correctly so that you leave no money on the table.

## **9. Get Multiple Offers**

All of the marketing techniques and strategies used by Certified LPT Realty Local Experts are designed to do what competitors cannot - reach an untapped share of the market and drive multiple offers for your home. With a single offer on the table, a buyer will try to negotiate down the price of your home. However, with multiple buyers lined-up to buy your home, each incoming offer will drive the next one higher, and so on. This is our No. 1 goal and the driving force behind every single one of our marketing efforts.

Print, digital, and direct mail marketing work together to create a marketing mix that will generate multiple offers and put you in control. The more times people see your home, the more likely they are to respond. Some people respond to print marketing and some to online ads, but the goal is the same. Getting a reaction is our primary goal and you will see the power of reaching more of the market with our marketing strategies.

It's time to start a bidding war over your house. Get multiple buyers, multiple offers, and drive your final selling price higher and higher by connecting with a Certified LPT Realty Local Expert.