

# PRE-LISTING GUIDE

for a Successful Home Sale



LET'S GET YOU HOME.





Hello,

Janus Real Estate realizes you have a choice when hiring an agent to help you sell your home and appreciate the opportunity to present our proven approach and the results we've achieved for our clients. As your partner, you come first and we are dedicated to making your life easy through the entire process of selling your home, including:

- Personable, attentive and timely communication
- Accurately pricing your home
- Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price
- Providing strategic marketing including professional photography, staging recommendations, video and custom property webpages.
- Securing a qualified buyer within your specific time frame.
- Helping you avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.

Regardless of the price of your home, when you hire Janus Real Estate as your REALTORS®, both you - and your home - will be prepared for a successful sale.



Cheers,

A handwritten signature in black ink that reads 'Joe Janus' in a cursive script.

Joe Janus, Realtor®

602.620.6267 | [joe@joejanus.com](mailto:joe@joejanus.com)

# HOW HOMES SELL

## Understanding how buyers evaluate homes:

The marketing we will do to promote your home has only one purpose - to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, the job of marketing is over.

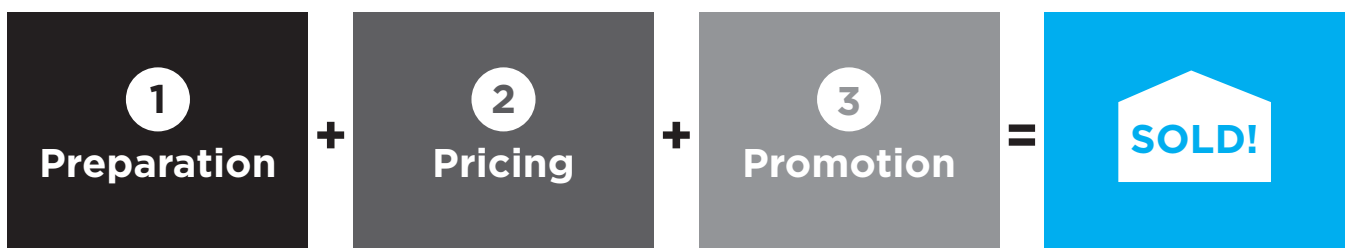
Your home must now compete with other homes in two areas; Features and Price.

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate market place.

## The formula to a successful home sale:



# PREPARATION

## Preparing your home for a successful sale:

- On an “as needed” basis we recommend a prelisting inspection to identify and address any potential deal-killing repairs.
- Home staging to position the home to appeal to the psychological needs of buyers

# PRICE

## Pricing your home for a successful sale:

Pricing your home accurately is the most effective way to ensure a successful sale at the highest price. Allow us to repeat that – pricing your home accurately is the most effective way to ensure a successful sale at the highest price. No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price. Please keep in mind, the agent doesn't set the price, the seller doesn't set the price – the market will set the price, or value, for your home.

# PROMOTION

## Marketing your home for a successful sale:

- Professional photography
- Internet Marketing:
  - Arizona Regional Multiple Listing Service, Zillow.com, Trulia and hundreds of other real estate websites
  - Detailed descriptions of your home
  - Interactive maps
  - Open house notices
  - Lead generation forms for potential buyers
- Social media marketing
- Print marketing
- Email marketing and reverse prospecting
- Professional networking



# WHY JANUS

Just about anybody with a real estate license can help you complete the forms to buy or sell property. And there is a very good chance that in large part, the steps you'll have to go through to get it done will be more or less the same. With us, the difference is the experience you'll have throughout the process and after it's over. With us, you'll never have to wonder if you missed a detail during a negotiation, if your home is presented and marketed to the best of its ability, or if your offer is the strongest it could be. We've always got your back. We're down to earth and inherently optimistic, which means driving around with us for days on end or reviewing offers at your kitchen table won't drive you insane. And should any emergency arise, we'll deal with it swiftly, calmly, and professionally.

In short - we are very good at this whole real estate thing, but we are also pretty fun and darn easy to get along with. Your dreams are unique to you, and it will be a privilege to help you get there.

The screenshot shows the homepage of Janus Real Estate. At the top left, there are logos for HomeSmart and Janus Real Estate. To the right, there are links for 'Login / Register' and a phone number '602-620-6267', along with social media icons for email and Facebook. A navigation menu includes 'Home', 'Search', 'Areas', 'Home Styles', 'Buyers', 'Sellers', 'Blog', 'About', and 'Contact'. The main content area features a large aerial photograph of Phoenix, Arizona, with a prominent mountain in the background. Overlaid on the image is the text 'DISTINCTIVE HOMES IN METRO PHOENIX'. Below this, there are three buttons: 'SEARCH LISTINGS', 'FEATURED LISTINGS', and 'AREAS'. At the bottom, a blue banner contains the text 'Start your search' and a search input field with the placeholder text 'Search City, MLS #, Zip or Area' and a search icon.

# TESTIMONIALS

*"We couldn't be happier with Joe. Our home sat on the market for months with almost no activity when we decided to ask him to take over the sale of our home. He suggested we paint the whole house and update the kitchen, which we did, and he had it sold within 30 days. Thank you Joe...we'd happily recommend you!"*

**Scott Wheeler and Jeff Peck**

*"I have used Joe's services to buy and sell several homes over the past 8 years! We were merging two families and needed to sell a house in Tolleson and then find a large, 5-bedroom home within our price range. Needless to say, I was nervous and stressed about the timing and dual closings. Joe made it all seem easy. I would recommend him highly! What a pleasure it is to work with a dependable, honest and knowledgeable Realtor!"*

**Gail Bieda**

*"Thank you for your help selling our home in Arizona. Being in Minnesota it was important for us to find a Realtor we could trust in Phoenix. Joe helped us list it, stage it, and coordinate any repairs needed. Joe always kept us up to date with what was happening. We hope you can share our experience selling our property 2000 miles away."*

**Cecil and Mari Louis From Minnesota**

*"Joe's analysis of how best to price my home for sale was sophisticated and thorough. My home was beautifully staged and photographed for online marketing and showings. Joe's sales plan resulted in multiple offers on the first day. I appreciate how proactive and responsive Joe was from start to finish. He anticipated what needed to be done to avoid delays or problems and always kept me informed. A difficult process much easier and pleasant."*

**Lera Riley**

*"Joe did an outstanding job marketing our house, negotiating, and keeping us informed throughout the whole process. Our house was under contract in less than one week! He did an outstanding job for us."*

**Diana Aylesworth**

*"Joe was very patient and gave his honest opinion when we would look at a house. He never pushed us into anything and would show us a home whenever we asked. We looked at many homes until we found the perfect one for us. He was kind, funny and we would HIGHLY recommend him to anyone looking for a home in Arizona."*

**Kurt and Janet Davis**

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## THANK YOU!

Thank you for the privilege and opportunity to work with you. Feel free to call us if you have any questions. We look forward to meeting with you and helping you achieve a successful home sale.