

Our Secrets to Selling FAST and for TOP DOLLAR

STEP 1 - PROPERTY:

In the initial consultation, our main goal is to sit down with you and get to know you. We want to know YOU so that we know how to best serve you. We'll talk about the market and your motivation to sell, whether it's a good time to sell, what your short and long term goals are, etc...

We'll discuss what comparables are selling for in the neighbourhood, what the market conditions are, and how your property looks in front of a buyer.

Depending on your property's condition and your budget, we'll discuss options to make your property look like it's in showroom condition. There's no 1 size fits all, so we'll have a discussion with you about that.

STEP 2 - PRICING:

The next step is we look into what your property is worth. We go in depth and study the comparable sales and then we begin to talk to you about how we should price your property. Because pricing is so important to selling your property, we talk to you about different strategies including pricing below market value, above market value, at market value, and we explain the pros and cons of each.

Above market value - if you're not in a rush to sell and you want to test the market, you may want to price the home above market value. The downside of course is that many people will notice your property as being overpriced and may ignore your home entirely and your home may end up just sitting on the market.

At market value - if you want to sell your property quickly, then this is the most common choice. You want your property to be shortlisted by buyers and be one of their top picks.

Below market value - if your goal is to spark a bidding war, then pricing your home a little bit below market value is a good strategy. Often, this will generate extremely busy showings. The

downside is that if the bidding war doesn't get you the price you were aiming for, you'll have to increase your price. So if you're going to price low, it's important to know how low to go.

It's important to note that which strategy you should use depends on a number of different factors including (but not limited to) how many other similar listings are on the market, what the current market conditions are, your motivation to sell, your risk tolerance, etc...

So, we always discuss pricing with you only AFTER we get to know you and your real estate goals and needs.

STEP 3 - POSITIONING:

Here, we begin to craft a **Premium Positioning Marketing Strategy** for your property. The following are some examples:

- Professional Photography
- Cinematic Videography
- Walkthrough Tour
- Professional Staging
- Luxury Professional Brochures
- Email Blast to Thousands of Realtors
- Email Blast to Thousands of Clients
- Feature Listing on CondoWong Website
- Social Media Campaign
- Mounted Exterior Luxury Signage
- and much more...

The key is to create a dedicated Premium Positioning Marketing Strategy to make your property stand out from the rest.

STEP 4 - PROMOTION:

Just because a company creates a great product, doesn't mean it'll sell automatically. You can have the greatest product or service in the world, but it's no use if no one knows about it.

This is where the CondoWong branding and our client database come into play. We have a large list of buyers actively looking for properties, we know what they are looking for and they trust our recommendations. Chances are we can find a direct match for your property from our own client database, this would make the selling process much more effective and efficient.

STEP 5 - PROCUREMENT:

This is the stage where follow up is crucial. We contact everyone who visited the property and ask for feedback, concerns and questions. The feedback they provide is going to give us the information we need to make changes to the strategy and ultimately sell your property.

Some may have feedback about how well the property is maintained, some may comment about the layout and the price. This is all important information for us to sell your property.

STEP 6 - PRESENTATION:

After following up with client and realtors, we work at converting interests into offers.

This is a sensitive time because all parties involved get emotional during this stage. The number 1 rule in negotiation is to never piss off any party. It's hard to negotiate when people are upset.

So, we are really aware of human psychology and look for signs and signals from all parties to make sure negotiations don't get out of control. Any careless words used can push buyers away from the deal. The goal is to make the negotiation process for your property a win-win for everyone. This gets even more complicated if there are multiple offers on the table.

STEP 7 - POST SALES:

After the sale of your property is firm, there's still work to be done. We have a large network of service providers to help you, whether you need to check out your tenant, or you need a moving company to help you move, or you need a lawyer to handle your closing or you need a contractor to help you make some repairs to the property.

Lastly, we stay in touch with you. You can count on us on all your real estate needs.