

No Nonsense Seller's Guide

No Nonsense Real Estate understands just how important it is to obtain the highest possible price for your home. We have the expertise & proven track record to make sure each of our Sellers are realistic in their pricing expectation by properly educating you on market conditions. Yes that's right, we actually take the time to ensure you understand your Real Estate Market prior to ever finalizing a price point.

It should be no surprise to hear that Buyers are looking for a "Good Deal." Don't let this scare you. No Nonsense Real Estate is not just a Listing Brokerage. We have a very prominent Buyer Division of our Company that understands the buyer mindset and what they are looking for. We will actually put our "Buyer Broker" hat on & conduct a detailed assessment of your home identifying everything that we would use against you to negotiate a price below your asking price. Yes you read that right, we will provide you real insight from a buyers perspective & make sure each of these items are addressed prior to ever listing your home. We call it getting your home "No Nonsense Listing Ready." We will make sure there is nothing a buyer will be able to use against you. This is an invaluable asset to our Sellers.

To provide further insight into the No Nonsense Approach to Listing a Home, we have put together examples of what No Nonsense brings to the table on every listing we take on.

VISUAL INSPECTION:

Just like a first date, you want to make the best possible impression you can. Our goal is to ensure your home makes the best first impression possible to every buyer who previews it. To do so, we will complete a detailed visual inspection of the exterior & interior of your home. We will identify all items, which may impact your home's value & make recommendations on how to address them. Not only do we want to ensure a buyer has nothing to use against you, we are also preparing your home for a home inspection. If we can address all issues up front, your home has the best shot to pass an inspection with minimal to no issues. Trust us, this is priceless as buyers are known to cancel deals due to very minor inspection issues simply due to their lack of knowledge. Lets do our best to avoid this every happening.

Some recommendations we may make will include:

- Identifying cost effective improvements (repainting a wall or professionally cleaning the floors for example)
- De-cluttering of furnishings/accessories (we want all spaces to appear as large as possible)
- Professional Home Staging Services (we work with some of the best & this can really boost the home's appeal)
- Removal of family photos (to help buyers connect with the home)
- Improvements to landscaping (it's the first impression!)

MARKET VALUATION

Once we have completed the Visual Inspection, we will provide you with a detailed "Easy to Understand" Market Valuation specific to your home. This will include all recent & historical sales of actual comparable homes which will provide real insight into your homes value. We will even offer you the ability to preview Actual Active Listings, which are your competition, to show

you how your home compares. Now that you will be educated, we will review our Pricing recommendation. Remember, the final decision on price is yours. If your expectations are unrealistic we will respectfully inform you as we are No Nonsense. The last thing you ever want as a Seller is your home sitting on the market with no activity as it's over priced. Trust us, we have broken many sales price records, if you listen to us & allow us to do what we do we hope to break another for you.

SELLER NET PACKAGE (aka how much you will receive at Closing):

Before we can completely finalize the list price of your home, we will provide you with a clear understanding of what you can expect to receive at closing for the proposed list price. We will never finalize a listing agreement until we have walked you through all the figures to ensure you are comfortable with the bottom line numbers. No Nonsense Real Estate will always ensure you are educated to make the best decision for you & your family.

MARKETING:

Once we have agreed on a list price & executed the listing agreement between yourself & No Nonsense Real Estate, we will immediately initiate the our proven "No Nonsense" marketing of your home. As we treat each home as if it was our own, we hold ourselves to our own very high expectations.

**"We do not just put your home
on the Real Estate MLS System
and hope it sells!"** -CHRISTOPHER CIOFFI

We have developed several approaches to take advantage of all proven No Nonsense marketing mediums, which include:

A Professional Photo Shoot of the Interior & Exterior of Your Home including Aerials by a Professional Photographer at Our Own Expense

We are not photographers and we feel it would never do your home justice to have a Realtor take photos. As many buyers are searching for homes via the internet, we want to go the extra mile with High Resolution Photos to really make your home visually stand out vs your competition. These Photos will be displayed and associated with each and ever exposure of your home.

A High Resolution Aerial & Interior Property Video of Your Home by a Professional Videographer

We feel video is such a powerful medium that will provide prospective buyers true insight into your home and allow them to understand the flow. We want them to experience your home

from the inside out as if they were walking it in person. This video will be displayed and associated with each and every exposure of your home.

Strategic Marketing Exposure

Each and every piece of marketing material is custom created for your home & will utilize the very best state of the art technology. Once we have a professional property video & our professional photos and taken, we market each home in the following ways:

- **Professionally Designed Property Flyers**

These will be sent out to every local real estate agent, to active home buyers & even to out of state realtors in specific markets where our area is in demand

- **Displayed in the “Featured Properties” section of our No Nonsense Real Estate Website**

Our site takes advantage of the latest web technologies such as SEO, which drives traffic to our site from active buyers & realtors.

- **Exposure on over 250 Real Estate Websites Used by Buyers Such as Realtor.com, Trulia, Zillow, etc.**

We are directly affiliated with these sites, which ensures Active Buyers are being exposed to your Home via the Internet.

- **No Nonsense Real Estate For Sale Sign Installed at your home**

Our signs are not generic. They are eye catching & draw attention. With buyers driving around searching for homes for sale, our signs will catch their eye.

- **No Nonsense Non-traditional Open Houses**

Open houses can be effective if done right. Unlike many, we do not just have an agent sit in your home and hope buyers will stop by. We conduct Broker Open houses, providing immediate exposure to local realtors who are currently working with buyers in the market for a home like yours.

We even host “unique” events, such as cocktail mixers at our clients home, inviting specific realtors & potential buyers.

We even have direct affiliations with Out of State/Out of Country Real Estate Firms, who represent buyers looking for Real Estate in our markets.

- Your property will be presented to each of these affiliates, which currently are located throughout the Country and even internationally in markets such as Australia, United Kingdom, Germany, Spain and many more, who are taking advantage of U.S. Real Home Prices and their Favorable Currency Exchanges.

- No Nonsense Real Estate hosts VIP Bus Tours for International Buyers which allows further exposure of everyone of our listings.

At the end of the day like our company lowdown states, we will work harder then anyone to not just meet your expectations but hopefully exceed them. So we look forward to working with you & breaking another sales price record.

**“We conduct business in one way:
No Nonsense, Just Results. Let us show you
we’re a company of our word!”** -CHRISTOPHER CIOFFI

No nonsense, just results.