



The Ultimate Sellers Guide



No	BEFORE LISTING YOUR HOME	
1	Research Local Market Conditions: Understand current market trends.	
2	Determine Your Selling Strategy: An open mandate is not always the best strategy.	
3	Set a Realistic Asking Price: Overpriced listings generally stagnate and end up depreciating when the market has dictated a lower price.	
4	Address Repairs and Improvements: Minor improvement like a coat of paint goes a long way to improve the aesthetics and appeal of your property.	
5	Declutter and Depersonalize: Remove personal items, declutter spaces, and create a neutral environment to appeal to a broad range of buyers.	
6	Stage Your Home: We will assist with our years of experience with making suggestions around minor improvements like decor etc to highlight your home's best features.	



Working diligently to **GET RESULTS**



Selling your home is no simple matter. It involves Complex financial and personal decisions. That's why you deserve top calibre service from a real estate professional who will listen to your needs and produce outstanding results. With years of experience in the business, I can provide you with the expertise and personalized attention that you should expect, even after the transaction is completed. I know this is most likely your greatest asset, marked with your lifestyle, values and memories. I will work diligently and effectively to ensure your complete satisfaction.





Establishing your

ASKING PRICE



Properly pricing your home is the most crucial element in making a successful sale.

Underprice it and you will lose on your investment. Overprice it and you may discourage potentially qualified buyers. Because most homes lose market value if they linger on the market, there is no time for trial and error.

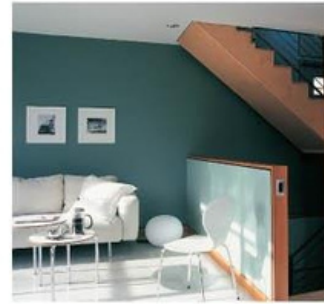
The greatest amount of buyer activity occurs during the first three to four weeks after listing your property, whereafter, it begins to taper. If you start too high and reduce your price later, you've lost your best opportunities and now will probably have to settle for a smaller pool of potential buyers.

I'll help you establish a fair asking price based on general market data and recent sales in the area of homes similar to yours. From there I'll take into consideration other factors that may influence the value of your home such as the location and condition of your property. I will then continue to advise you on competitive adjustments until your home is sold.



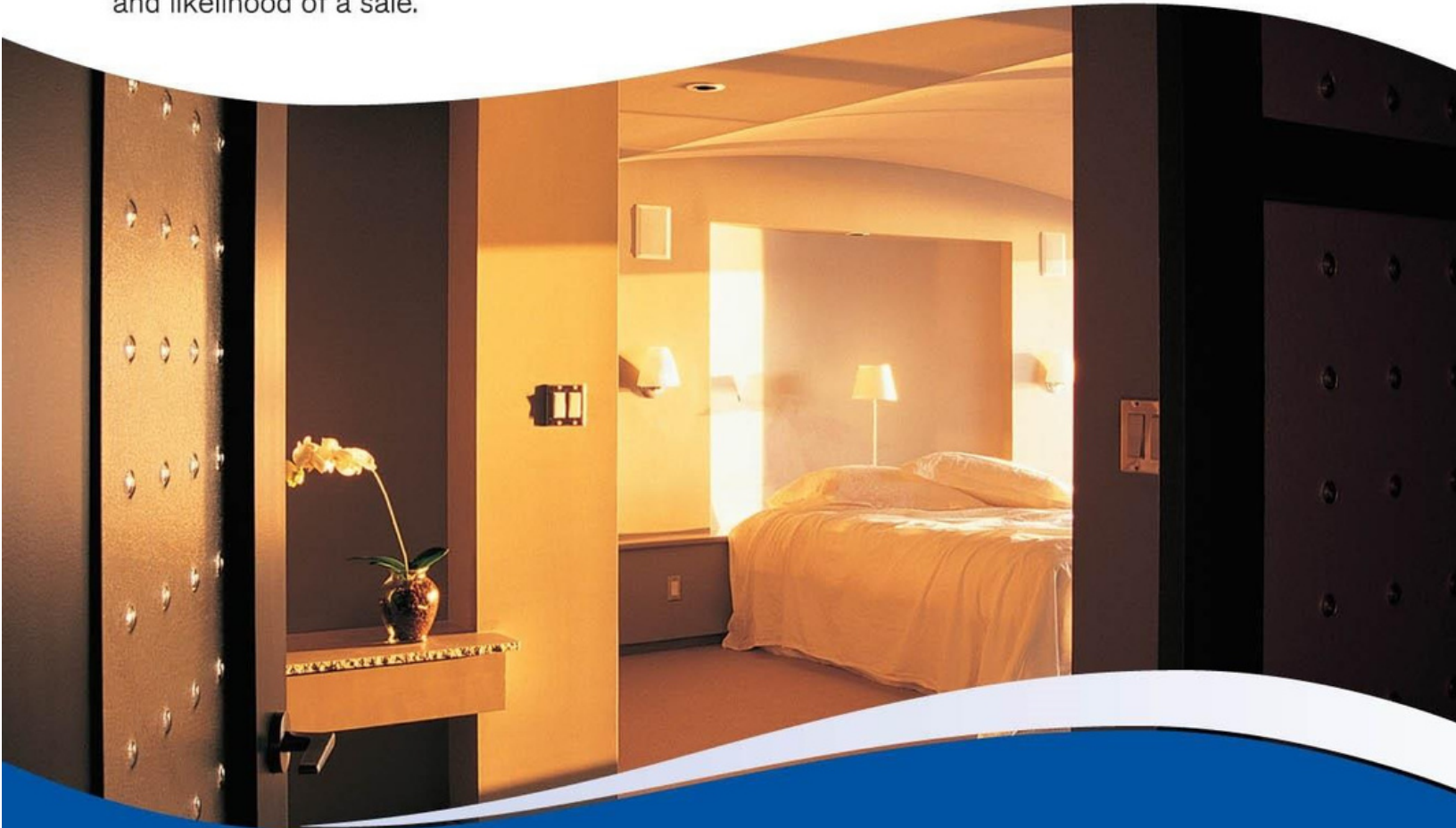


Showing YOUR HOME



Before we put your property on the market, I'll tour your home and help you see it through a buyer's eyes. I can recommend simple repairs and improvements for your home's interior and curb appeal that will increase the marketability of your home. Taking this added step to identify potential problem areas before you sell and attending to them, or disclosing them to the buyer up-front will improve the speed, price and likelihood of a sale.

I can also provide creative tips on: using lighting, soothing sounds and pleasant aromas to create a warm and inviting atmosphere that will appeal to the home buyer's senses.





Marketing

YOUR HOME



It takes more than a For Sale sign in your yard to generate serious buyers, especially since 40 percent of home buyers relocate from out of town. It takes endless phone calls and appointments as well as technological savvy and exclusive connections.

Through the RE/MAX global referral network, I have full access to hundreds of thousands of serious buyers across the country. Plus, I spend countless hours behind the scenes networking throughout the community and with fellow real estate professionals in search of buyers for you. The more buyers who know your home is for sale, the more likely you'll sell during your prime marketing period. Using the latest marketing strategies and technology, I'll develop a campaign designed exclusively to give your property high profile and get maximum value.





Negotiating for top Rand AND PEACE OF MIND

When an offer is presented I'll be there to guide you and advise you through the process. I understand this may be the largest financial transaction you'll ever make, that's why I go to the negotiating table with your best interests in mind.



Reaching an agreement between seller and buyer and then closing the deal requires complete objectivity and patience. Working with a skilled negotiator will not only improve your chances of selling at a good price, but will bring you peace of mind.

From coordinating counteroffers, title searches and disclosures to protecting you from litigation and unexpected turns, I have the skills and resources to help you get top rand and to do my best to ensure your deal closes smoothly.





Call

T O D A Y

Testimonial

Selling a home can be a very stressful event and extremely time-consuming. My 89-year-old mother listed her property in May 2023 with RE/MAX in Port Elizabeth.

We were fortunate to work with Brent and commend him for his excellent service. Brent is very efficient and knowledgeable. It was such a pleasure working with Brent, he had all the answers to our questions and kept us updated on the process as it unfolded. He was able to inform my mother in such a manner that she, at her age, understood the entire process of the selling of her unit 7 Fallodon Court Upper Dickenson Rd, within a short period. We would highly recommend him and his team who made our process and transaction so easy and painless. Brent provided the perfect balance of guiding us through the entire process.

Thank you, Brent.

Mrs. Lizelle Erasmus and Mrs. Joan Stander

I hope you have enjoyed perusing my Ultimate Sellers Guide which I shared with you online. This guide has successfully assisted many of my previous sellers in obtaining the best possible price for their homes.

I will be available to carry out an evaluation on your property or answer any questions that you might have.

Feel right at home with Brent and RE/MAX Team Fensham

www.brenthart-therealestateguy.co.za



CLICK
HERE



TEAM FENSHAM

**No 1 in SA for Commission Earned
No 1 in SA for Units Sold
Double Diamond 2022**



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