

SELL YOUR HOUSE  
FOR FULL MARKET VALUE



CALL **CHARLES** AND START PACKING

# HOW TO GET THE **HIGHEST** PRICE FOR YOUR HOUSE

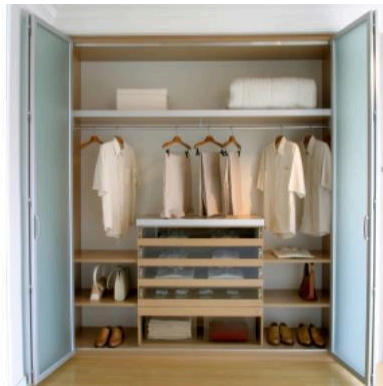
## SimpleImprovementstoMaximizeYour **Profit**

Would you like to increase sales appeal of your house? Houses that are clean, uncluttered, and in good repair usually sell faster, and for more money. Here are a few tips:



### **First Impressions.**

Attractive, clean front yard, green lawn, and colorful flowers create an exciting first impression.



**Excess furniture.** Too much furniture can make rooms look small. Put excess furniture in storage.



**Clutter.** Uncluttered shelves and closets appear bigger. Have a yard sale or store seldom-used items.



**Details.** Small things make a big impression. Show buyers your home



**Kitchen.** Usually, the first place buyers look. Impress them with clean counters, appliances and sink.

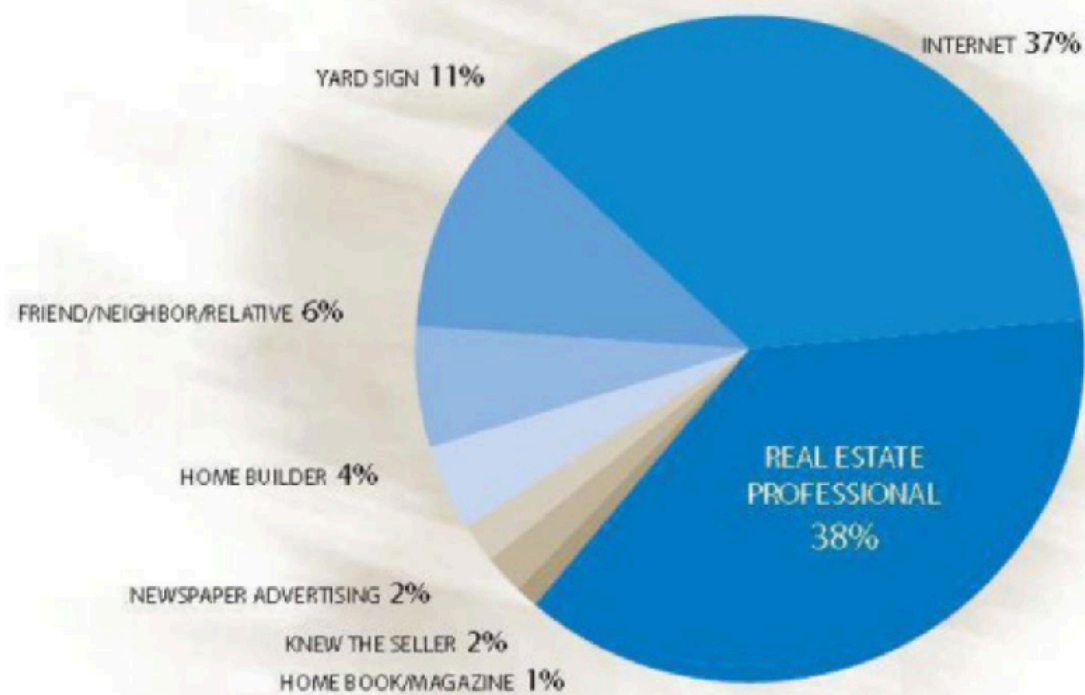


**Carpet.** Some buyers may replace the carpet after they move in, but it's still a good idea to get it cleaned.

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# How Do Buyers Find Homes?



Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2010.  
Due to rounding, percentage distributions may not add to 100 percent.

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# How I Will Get Your Home Sold

## Comprehensive Steps for Selling Your Home

1. Market your home as a "Coming Soon Listing."
2. Thoroughly walk through each room to discuss staging strategies that will attract buyers.
3. Engage in an in-depth conversation to uncover all the essential features to highlight.
4. Identify any potential "deal killers" before listing your home.
5. Correct any inaccuracies displayed by Zillow.
6. Verify county tax information, as diligent buyer agents will research this data.
7. Complete the Seller's Property Condition Disclosures to transform the questionnaire into a selling tool.
8. Conduct an interview with you, the seller, to gather insights regarding your needs and goals for the sale.
9. Provide you with an absorption report and market data to establish current market conditions.
10. Present a failed sale analysis to explain why 50% of MLS listings do not sell.
11. Identify any conditions that might trouble an FHA appraiser.
12. Schedule a photo shoot, taking into account the optimal time of day and lighting conditions.
13. Prepare showing instructions tailored to your specific guidelines.
14. Process property photos by optimizing saturation levels, contrast, shadows, and other settings.
15. Select which photos to use in advertising and which to discard.
16. Install a sign on the property.
17. Place a lockbox containing the key.
18. Set up a 24-hour messaging service for your property, allowing buyers to access information at their convenience. An example: "TEXT [number] for information."
19. Spend a minimum of two hours in your home to familiarize yourself with its details.
20. Determine which items in your home need highlighting with notes.
21. Target real estate teams by sending them invitations to an exclusive open house.
22. Employ a "Deep Not Wide" marketing strategy.
23. Discuss the marketing approach with you and make adjustments based on your feedback.
24. Upload all documents into the MLS to facilitate the sale to other agents.
25. Release your listing as an "Active Listing."
26. Host an Open House as soon as possible, or ideally, kick off your active listing with it.
27. Create a virtual tour of the home to reach potential buyers who can't attend in person.
28. Consider offering a home warranty to give buyers peace of mind.
29. Craft a compelling property description that highlights unique features.
30. Engage a professional stager to enhance the home's appeal.
31. Arrange for a pre-inspection to address any potential issues early.
32. Set a competitive and attractive price based on market research.
33. Utilize social media platforms to reach a broader audience.
34. Offer flexible showing times to accommodate potential buyers.
35. Ensure all legal documents are prepared and reviewed by a professional.
36. Develop a timeline for the sale process to keep everything on track.
37. Get feedback from showings to understand buyer perceptions.
38. Organize a neighborhood open house to engage the local community.
39. Create promotional materials like flyers and brochures.
40. Prepare for potential negotiations by understanding your bottom line.
41. Coordinate with your real estate agent to review offers promptly.
42. Stay informed on local market trends and adjust strategies as needed.
43. Keep your home in showing-ready condition throughout the selling process.
44. Plan for the moving process once your home sells.
45. Celebrate the successful sale of your home!
46. Schedule regular check-ins to discuss progress and adjust strategies as needed.
47. Coordinate with staging professionals to enhance the property's appeal.
48. Host virtual open houses to reach buyers who cannot attend in person.
49. Utilize drone photography for a unique perspective on the property.
50. Develop a storytelling approach to highlight the home's unique features.
51. Engage with local influencers to broaden the listing's reach.
52. Set up targeted Google Ads campaigns for increased exposure.
53. Offer personalized tours to highlight key aspects of the property.
54. Create a dedicated website showcasing the property and its features.
55. Provide guidance on curb appeal improvements to attract more buyers.

## # Comprehensive Action Plan for Buyer Engagement

56. **Foster cooperation** with all buyer's agents and their clients.
57. **Reach out personally** to all buyers I'm working with via call and email to offer them an exclusive preview. Additionally, I will send your new listing to over 700 agents.
58. **Inquire with each buyer** about their interest in making an offer. If they decline, I will explore their reasons in greater detail.
59. **Provide timely feedback** after each showing I conduct.
60. **Contact all recent showings** upon receiving an offer, encouraging buyers to act quickly, which can create a multiple offer scenario.
61. **Verify the buyer's purchasing capability** by contacting their lender.
62. **Assist you in identifying your "bottom line"** to strengthen your negotiating position.
63. **Gather insights** from the buyer's agent about their client to better prepare.
64. **Draft any counteroffers** as necessary, discussing them with the agent prior to sending to ensure you are well-prepared.
65. **Maintain weekly communication** with the buyer's lender to track the status of their loan.
66. **Coordinate the home inspection** in partnership with the buyer's agent.
67. **Protect you from any inspection tactics** that may be employed by the buyer's agent.
68. **Assess any repair requests** thoroughly with you, distinguishing between necessary repairs and cosmetic changes, and provide guidance accordingly.
69. **Obtain estimates** for all requested repairs before you decide on whether to proceed with them.
70. **Collect invoices or photographs** of completed work after repairs are finalized and provide written documentation to the buyer's agent.
71. **Meet with the appraiser** when necessary to present the comparables used in pricing the property.

## ## Additional Listing Strategies

72. **Ensure compliance** with all HOA regulations if applicable.
73. **Activate a mobile virtual tour** for enhanced visibility.
74. **Provide weekly reports** on website traffic across all platforms.
75. **Keep you informed** about competitive listings in your neighborhood.
76. **Continuously assess external threats** to your property value throughout the listing process.
77. **Implement targeted Facebook advertising** for both mobile and non-mobile users.
78. **Share your listing on Facebook** with my past clients and enthusiastic supporters, encouraging them to spread the word.
79. **Showcase your property** in the best possible light.
80. **Organize open house events** to attract potential buyers.
81. **Collaborate with a professional photographer** to capture high-quality images.
82. **Utilize email marketing** to widen your audience reach.
83. **Regularly update your listing** with any new renovations or changes.
84. **Analyze market trends** to effectively adjust pricing strategies.

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# Communication Guarantee

It is understood by all Parties hereto:

**Seller:** \_\_\_\_\_

**Seller Agent:** \_\_\_\_\_

Seller Agent agrees to call or email the seller every Tuesday or agreed upon day of the week. If the Seller Agent does not call or email the Seller every Tuesday or agreed upon day during the Listing period, Seller can cancel the Listing agreement any-time without obligation to pay any fees / commission.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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# YOUR HOME **SOLD** FOR THE MOST MONEY

## *New Agent – New Marketing New Buyers – **New Possibilities***

Putting up a For Sale sign and hoping for the right buyer will not get your house sold. It takes cutting edge marketing combined with good old-fashioned hard work. Charles' goals are to:



- Get you the **most money possible**
- **Sell quickly** and without problems
- **Close on time** and with no hassles

Charles uses a two-prong approach to find that perfect qualified buyer ready to buy:

- **Buyer Marketing** includes open houses, advertising, online video, professional photos, custom website, staging, internet promotion, targeted direct mail campaign, and much more.
- **Agent Networking** promotes your house to top Realtors already working with **qualified buyers**. This expands the pool of potential prospects ready to buy, and increases your chances of putting up the **SOLD** sign faster.

You will always know what is happening, because when you list with Charles you will get a copy of the **Active Marketing Plan**, and **every week you receive a complete update**.

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# YOUR HOUSE **SOLD**

*Charles will get the job done!*



Your house will be **sold**. As you know, the faster the sale, the better off you are. Shorter marketing period usually means less number of people wandering through your house, fewer open houses, and most importantly, **higher sales price** (not always, but in *many cases*).

**WARNING!** Listing with the wrong agent can cost you not only precious time, but **THOUSANDS OF DOLLARS**. There is nothing worse than getting trapped in a lengthy listing contract with a wrong agent. You could get stuck for months without a way out.

Fortunately, you have a choice: Charles offers a hassle-free listing contract with “**Easy Exit**” no-questions-asked simple cancellation guarantee. Either you are completely happy with his service and results, or the listing contract is canceled. Not just *withdrawn*, as offered by many others as a gimmick, but completely terminated, end of story.

**Easy, simple, and in writing.**



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# WHY SHOULD YOU HIRE CHARLES?

*7 Reasons that Make  
ALL the Difference*

## COURTESY

Charles is pleasant to work with. No pushy

sales tactics or dishonesty. On the contrary, he takes pride in his work. Things like your calls - either answered right away, or returned promptly.

**Try it and call right now!**

## WEEKLY

### FOLLOW UP

At least once a week, you will speak with Charles (not some part-time assistant). **You will get a complete update,** buyers' feedback, and comments from other agents.

## EASY-EXIT

### LISTING

You are either delighted with the way things are going, or you simply pick up the phone and cancel the listing—no questions asked. *Easy and simple.*

## MARKETING

Great mix of **old-fashioned hard work and the latest marketing tools,** including direct mail, video, and web marketing.

## EXPERIENCE

Charles, on the other hand, has been working hard in Union and Essex County and throughout NJ. **You are in good, experienced hands.**

## SOLD

Your house will be sold.

## GREAT RESULTS

Anybody can promise you anything. The true test is in **the results**. As you can see on these pages, Charles makes good on his promises, and RIDGECO Properties **has** many happy clients to prove it. You could be next.

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## MEET YOUR AGENT

If one word can describe CHARLES, it is  
*“achiever”*.

He is a friendly man with what seems like an  
endless source of positive energy.

### Five Things You May Not Know About CHARLES:

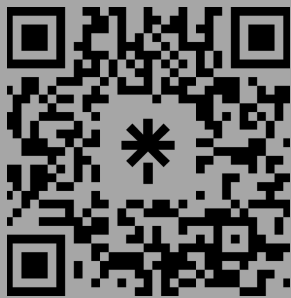
1. Charles' born and raised in New Jersey.
2. Charles served in The Army Honor guard
3. Charles received his real estate license in 2010 In Florida and now is growing his network of clients here in New Jersey.
4. Charles and his daughter's love spending their free time in a competitive game of Basketball and Volleyball.

What makes CHARLES such a successful Realtor? As his clients confirm, it's his **enthusiasm, energy, and honesty**.

In this market, the right agent makes all the difference.

Please give CHARLES a call. You can reach him at  
**908.956.3745**, or [CharlesDominguezNJ@gmail.com](mailto:CharlesDominguezNJ@gmail.com)

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**RIDGECO** PROPERTIES

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