

YOUR GUIDE

TO SELLING FOR THE HIGHEST PRICE



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MEET YOUR TEAM



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WITH DECADES OF COMBINED EXPERIENCE, UNMATCHED LOCAL KNOWLEDGE, AND A PROVEN TRACK RECORD OF PREMIUM RESULTS, WE'RE HERE TO GUIDE YOU THROUGH EVERY STEP OF THE PROCESS AND HELP YOU ACHIEVE THE BEST POSSIBLE SALE PRICE.

PREPARING YOUR PROPERTY FOR MARKET

FIRST IMPRESSIONS COUNT

PRESENTATION IS EVERYTHING. DECLUTTER, DEEP CLEAN, AND CONSIDER PROFESSIONAL STYLING TO APPEAL TO MORE BUYERS.

REPAIRS AND TOUCH-UPS. SMALL FIXES—LIKE PAINTING, REGROUTING, OR REPLACING FIXTURES—CAN ADD THOUSANDS TO YOUR SALE PRICE.

PROFESSIONAL PHOTOGRAPHY. QUALITY IMAGES ARE THE FOUNDATION OF ANY SUCCESSFUL MARKETING CAMPAIGN.

HIGHLIGHT LIFESTYLE. SHOWCASE OUTDOOR ENTERTAINING, UNIQUE FEATURES, AND SPACES THAT INSPIRE BUYERS.

**ASK US FOR OUR COMPLIMENTARY
PRE-SALE PREPARATION CHECKLIST.**

OUR STRATEGY TO MAXIMISE YOUR RESULT

YOUR TAILORED SELLING STRATEGY

AT PRD, OUR PROVEN PROCESS IS DESIGNED TO CREATE COMPETITION AND URGENCY:

1. PRICING STRATEGY

WE USE IN-DEPTH MARKET ANALYSIS TO SET A PRICE THAT DRIVES INTEREST AND OFFERS.

2. MARKETING CAMPAIGN

TARGETED DIGITAL MARKETING, PREMIUM PROPERTY PORTALS, SOCIAL MEDIA, AND DATABASE ALERTS TO REACH THE WIDEST AUDIENCE.

3. BUYER ENGAGEMENT

PERSONAL FOLLOW-UP WITH EVERY ENQUIRY TO MAKE SURE NO OPPORTUNITY IS MISSED.

4. NEGOTIATION EXPERTISE

WE NEGOTIATE EVERY DOLLAR TO SECURE YOU THE BEST POSSIBLE RESULT.

OUR GOAL IS NOT JUST A SALE—BUT THE ABSOLUTE HIGHEST PRICE.

READY TO ACHIEVE THE HIGHEST PRICE?

LET'S GET STARTED

IF YOU'RE CONSIDERING SELLING, WE'D LOVE
TO SHOW YOU HOW OUR STRATEGY CAN
DELIVER AN OUTSTANDING RESULT.

CALL US ANYTIME



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