

How We Market Your Home

Know that whenever you're ready to sell your property the TruBlue team hits the ground running. Our multi-faceted marketing approach gets your listing in front of the most prospects in the shortest amount of time. We strategically target motivated buyers looking for properties just like yours so that you complete your sale in record time!

1. The Right Price

The most important step in selling your Austin home is pricing it correctly from the onset. We'll quickly put together a **custom marketing plan** with an effective price. A well-priced home often generates competing offers and drives up the final sale value. Our market analysis takes into account the most actively searched prices and home values throughout your area (including expired listings and properties still on the market). It's a well-known fact that overpriced homes take longer to sell and usually close at a lower price. Since the majority of home showings occur in the first 30 days on the market, it's crucial that your initial list price matches buyer expectations. TruBlue agents are experts in using advanced market analysis techniques to build a comprehensive report that accurately determines the optimal list price for your home. Contact us today to find out more!

2. Condition

In order to get top dollar on the sale, your home needs to look and feel its absolute best! That's why TruBlue partners with local equity enhancement experts to design and implement those special touches that create an emotional response in buyers. TruBlue agents are also trained to help you identify repairs and improvements that will make the biggest impact with shoppers and provide the best return on your investment. To help seal the deal with buyers, TruBlue offers **customized staging services** to make every room in your home incredible! Experts agree that staged homes sell significantly faster and often at or above list price as compared with unstaged properties. Not only will your home shine in-person, but the effects of staging will make our marketing efforts sparkle as well!

3. Marketing

The TruBlue Home Selling System was developed to provide our agents with a consistent and proven method to get our listings in front of as many potential buyers as possible. When you hire TruBlue to sell your home, you harness the power of advanced research methods to help identify the ideal buyer for your property. We then develop and implement a **tailored home marketing program** designed to reach these preferred customers. We pride ourselves on offering you the right sales strategy to fit your lifestyle needs while focusing on getting your home sold in record time. Our marketing plan includes professional photography, online marketing, offline marketing, and a pre-MLS campaign to get your home the most exposure possible.

4. The Best Deal

When you start to get offers, we will represent you during the emotionally charged negotiating process and ensure that you get the best price and most favorable closing terms. As your professional aides, we also **oversee all paperwork** related to the sale. Our Austin home listing specialists are skilled experts who can help you get the highest price, best terms, shortest contingencies, and lowest closing costs possible for your listing. Rather than approaching negotiations from a winner-take-all perspective, our agents focus on your top priorities and let cool heads and common sense prevail to achieve the best possible outcome for our clients.

5. On-Going Communication

Do you know the number one complaint that clients have regarding other realtors? **Lack of Communication**. At TruBlue Properties, we understand that well-informed clients are happy customers. No one should ever feel like they're being left in the dark when it comes to buying or selling a home.

One way we keep our customers in the know is via our **innovative client portal system**. Not only does this cutting-edge program ensure our agents are held accountable during every step of the process, but also provides clients with real-time online updates so they know exactly where they stand in the real estate process. Each client receives a unique username and password and is **able to check on the status of their transaction anytime** they want. We've found that using this system allows us to take our customer service satisfaction to the next level, and as a client, you'll love being

connected to the process every step of the way! In addition, we promptly return all emails, texts, and phone calls.

While your home is on the market, TruBlue will provide regular status reports containing in-depth analysis such as your top prospects, feedback summaries from showings, a review of completed and planned marketing activities and any recommended adjustments to fine-tune your sales strategy. In order to keep tabs on the competition, TruBlue utilizes a neighborhood alert system that will notify you and your agent as similar homes in your area come onto the market, go under contract, or are sold. Once you accept an offer, our transaction coordinators immediately begin working to make sure that buyers (and their agents) follow through with any and all contractual obligations in a timely manner.

Your home is likely the biggest investment you'll ever make. You owe it to yourself and your family to be sure you get everything you deserve by working with one of the real estate professionals at TruBlue Properties.

[Contact us](#) today to experience the TruBlue Difference in real estate!