



Listing Launch Formula

	Do a search for "active" listings in the same zip code, school district within 7 miles of your home, and plus or minus 10k of your target asking price. This is your competition. Make sure that your home is the OBVIOUS best. Being "competitive" just means "about the same". You need to be the clear choice to get offers.
	Be prepared to pay a generous commission. Buyer agents will actively discourage buyers from making an offer on your home if they don't think they're going to be paid fairly. It is VERY difficult to sell a home when the agents would rather the buyer purchase a home that will pay them better.
	Make sure your home is nicer than your photos. If the pics are better than the house then showings will dissappoint.
	Make sure your home smells like either fresh linen or a mild vanilla. Those scents tested best. EVERY HOME has a smell. Get your pickiest friend and say "I'm trying to figure out what that smell is." They will tell you. WARNING: If you ask "does my home smell" they will lie to preserve your feelings. :-)
	Be clean enough to eat off of any surface. Clean the baseboards, fan blades, switch plates, vents, and YES people DO look in the oven. For best results, hire a pro.
	Do "phase 1 packing". If you wouldn't see it in a 4 or 5 star hotel, GET IT OUT! Your home is going to ZERO contents anyway, so get it done early and save yourself the mad dash at the end.
	Time your launch for the middle of the month.
	Time your launch to begin showings on a weekend.
	Do a "coming soon" period of at least 4 days to stir up interest

	before your showings start.
	If you don't have a 3D digital twin, launch on an open house.
	Do NOT launch without a full set of photos. Going live with no photos, or an exterior photo with a "photos coming" note wastes your first and biggest "push" onto the market.
	Set showings for "auto confirm" if vacant, or "must confirm" with NO NOTICE required. You can always decline a showing, but extended notice requirements limit your showings. Remember...they don't want "your" house. They want "a" house. If you're hard to show you won't sell.
	Disable security alarms. If you leave it armed and give out the code it's almost guaranteed someone will set off the alarm.
	Make sure the lock box is visible and functions properly. Be sure the copy key actually works to open the lock.
	Allow a showing "window" of at least an hour and allow showings to overlap. People run late on tours all the time so set things up to be easy to flex on time.
	Be easy to work with. Lights sometimes get left on. Doors don't always lock as we expect. If you make a fuss about these things you'll chase away buyers.
	Listen to feedback. If something is wrong, most of the time you won't hear about it. If someone makes a comment about a "funny smell" or "too much wallpaper" etc. LISTEN. If one person says it...EVERYONE is thinking it. They're just too polite to say so.
	"No showings", and "no offers" ARE feedback whether agents say it or not. When price and condition are right you will get showings and offers almost immediately. If you show for 10 days and don't get an offer, or if you're on the market for 10 days without showings you need to make a change.