

For Our Realtor Partners

WHAT WE CAN DO

There are so many choices that need to be made when deciding to prepare a home for a sale. It can be stressful trying to juggle all the moving parts. Sellers can become overwhelmed and they will leave money on the table by deciding to do nothing. Our goal is to remove the main objections your sellers will give you for not taking action to make more money on the sale of their home. Here's how we'll guide them through a simple easy process to get things done.

STEP ONE

You, as the agent, will explain to your client that you have a PARTNER that provides an amazing service. You would love to have them meet with us to see if we can help them get more money when the home is sold.

STEP TWO

You provide us with their contact information and we set up an appointment and visit your client's home to assess what we can do for them. We will do our typical "restyle" report to give to them indicating how they can best utilize what they have in their home already.

We then evaluate if they can use our Sell for More services.

We expect to hear the following objections and we can provide the appropriate information to help your clients through these objections.

OBJECTION 1: They don't see the return on their investment

We have pulled together some comparable properties to show your clients when we have our first appointment with them. It's often important to give a very visual presentation in order for sellers to fully understand that if they spend a little money it will pay off.

OBJECTION 2: They don't have the desire or time to coordinate all the vendors involved

That's the biggest reason for us to step in here and take this stress off their plate. With so much going on in preparing a home to go on the market, this can be a big objection that is easily overcome with the offer of our assistance. Our vendors are all vetted and true professionals in their field.

OBJECTION 3: They are overwhelmed by all the choices they would have to make

Again, that's what we are here to do for them. We explain to your clients that we are skilled in knowing what neutralizes and updates a space but gives it some extra pizzazz that will interest potential buyers.

OBJECTION 4: They don't have the initial capital to invest up front

We hope that most of your clients will be able to pay our vendors directly, but in the case they can't, we can offer a pay-at-close option that will assist them in getting the things done that will make them more money in the end.

HOW WE CAN DO IT

We've determined that people want to have a choice, but when there are too many choices it's overwhelming. We narrow your homeowner's choices down to only two color palettes: warm and cool (gray or beige). This gives sellers a choice but it is limited to only two.

We've partnered with E&H **Painting** and have a dedicated crew for our jobs. We've picked two wall colors that will go with any wood tones. The most expensive thing to paint in a home is the trim, cabinets and doors, so by choosing a wall color that goes with any trim you can be assured that your gray choice won't look blue, green or worst of all purple and it will go with golden or honey oak, dark or walnut wood tones, white or cherry. Same with the beige choice. It won't look yellow and goes with any wood tone.

Then, we partnered with Parkplace Interiors for **Flooring**. Parkplace is stocking products for our two color palette choices so that they don't have to order per job, they'll have it on hand for our clients. We offer a carpet choice and an LVP choice in - you guessed it - gray or beige. They also can give us a quick turn-around.

The most often overlooked item that will instantly update a home is **Lighting**. We've identified three different styles - traditional, farmhouse/industrial, or modern/mid-century. Again, taking the guesswork out of the myriad of choices out there, your clients get to pick a style they like and then we have the fixtures picked out for that particular style. Our electrician will install fixtures. We can help to identify what fixtures we need to change for the best overall effect.

At the time of our initial meeting with your client, we do our **Staging** consultation giving them advice on furniture placement or removal and decluttering for the best possible photos. If your

client will be vacating the home, we can provide furnishings at an additional cost on a case by case basis.

Typically Sellers will pay for Paint, Flooring & Light Fixtures. Many Agents choose to pay for staging (price will vary) and project management (\$500 to manage the entire process), but there are some that pass this cost along to their clients as well. When you contact us to meet with your client, simply indicate that you want our "Sell for More" system.

PAY AT CLOSE OPTION

In order to overcome this last objection we can offer a pay-at-close option if your client doesn't have the funds to do these things up-front. A 15% service fee will apply for this option.

Example:

Flooring	ie Carpet in this scenario	\$4,000
Paint		\$2,000
Light Fixtures and Installation		\$1,000

Agent pays the \$500 for our project management service and staging consultation and Agent also pays for photos up-front.

Total	\$7,000 is being "carried" by us
Service Fee 15%	\$1,050
We get paid at close	\$8,050

We will provide documentation to your clients for them to sign for assurance that they will pay the vendors and outlining the pay-at-close option very clearly should they choose to do that. We'd like to keep this option open for only the people who really need it so we ask that you don't promote this, just know it's available if necessary!

We know our Sell for More system is of tremendous value to your sellers! It eliminates choice paralysis, the headache of coordinating all this, and we've already made the best "designer" picks for your clients that work every time.

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