



Sell for More



The Liz Moore Difference

At Liz Moore and Associates

we take a different approach to both pricing and marketing. We don't believe that "one size fits all" for a marketing plan, nor do we believe that a computer program can effectively recommend a market value. Getting our clients the most money for their properties in today's real estate climate takes experience, knowledge, finesse, and old fashioned hard work.

**Our Pricing
Methodology**

**The
Right
Agent**

**Real
Estate**

**Listing
Launch**

Reinvented

**Maximum
Exposure**

**Visual
Storytelling**

Our Pricing Methodology

Example of value estimates on a randomly selected home:

\$244,000

City Assessment

\$256,000

Zillow 'Zestimate'

\$275,000

Liz Moore & Associates' Market Analysis

\$270,000

Appraised Value

In the last 12 months, nearly as many listings expired, cancelled or were withdrawn from the market as sold. For sellers who are serious about getting their home sold, that presents a huge dilemma. Clearly, traditional methods for marketing real estate have become outdated and ineffective. CMA's alone are no longer a reliable tool for predicting a home's market value.

There are a number of different definitions of "value" (assessed value, appraised value, market value), but when selling your home, only 2 matter: **what a buyer is willing to pay**, and **what a lender is willing to lend**. Accordingly, we begin our research by determining those target buyer profiles most likely to buy your home.

The next step is to create a positioning strategy based on how a target buyer is likely to search (by neighborhood, school district, price range, etc.). By looking through a buyer's eyes, we can determine your **Odds of Selling**. We study **months' supply of inventory, absorption rates**, and a number of other benchmarks, and we will make recommendations of where to position your listing in order to be the **best value in its category**.

Because most buyers will get financing, and lenders require the home to appraise for the sales price, next we estimate where your home is likely to appraise. Because appraisers approach value in an entirely different way than buyers (they look back 6 months for comparable sales rather than compare your home to the current competition), this is a totally different calculation. We offer a **pre-listing appraisal** at our expense in order to take the guesswork out of this step.

Based on what a buyer is going to be willing to pay and what a lender is going to be willing to lend, we will recommend an initial positioning range. Then, depending on your goals and the pace of the market, we review activity, feedback, and trends in the market every 30-45 days to ensure we maintain a competitive advantage.



Listing Launch

Helping You Get Market Ready!



You only have one chance to make a first impression, and experience has taught us that the first 30 days on the market are critical to getting the best offer for your home.

One critical component of value is your home's condition. We offer a **pre-listing home inspection** at our expense, which can help us identify issues in advance, enabling you to put your home's best foot forward. We will make recommendations for updates that will improve marketability and your bottom line.

Recent trends demonstrate that staged listings sell faster and for more money than their unstaged counterparts. We believe so strongly that staging provides a competitive advantage for our clients that we treat you to a **complimentary consultation with a staging professional**.

Our **Contractor Concierge** is standing by to help with lining up any contractors that you may need to help you get market ready.

Visual Storytelling

Every Home Has a Story...

Your first showings will be online. Accordingly, the way your home presents in pictures, as well as the story it tells – are both essential first steps to maximizing showing activity.

The importance of **great photography** cannot be emphasized enough. Lighting, image selection, angles of both interior and exterior shots, and the order of photos in the listing all make a difference and are details we orchestrate for you. We leverage different strategies such as **video, 3D virtual reality** and **twilight photography** to present your home in a way that will captivate prospective buyers.

We have **fabulous Graphic Designers** on staff to customize marketing materials to highlight your home's best features. From full color, glossy brochures to digital, social, and print collateral, we design a powerful campaign specifically for your listing to enhance both value and emotional appeal.

We recognize that prospective buyers begin their search by looking at communities and neighborhoods before narrowing their focus to specific properties. We have created **aggressive online and print strategies** to capture them during this search phase. When it comes to **neighborhood marketing** on a hyper-local level, we wrote the book (literally!)

Finally, our **Hear My Story** audio clips give us the opportunity to share your home's story in a unique way that truly differentiates what makes your listing special in a way that other channels cannot replicate.



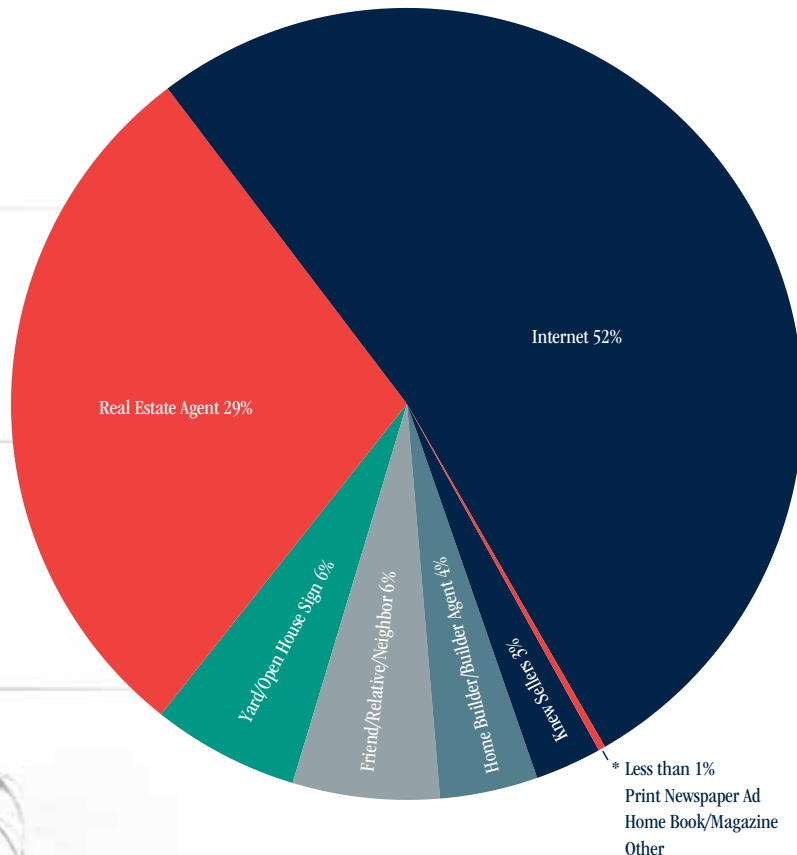
...our job is to tell it

Maximum Exposure

At Liz Moore & Associates, we have developed a proven system for targeting the profile buyer personas for your property, and deploying a marketing strategy across multiple channels to create maximum exposure for your listing.



Based on data collected by the National Association of REALTORS®, we know where buyers find the home they ultimately buy.



Where Buyers Found the Home They Purchased

- We belong to **multiple MLS's** to insure maximum exposure for your listing
- We build a **custom website** for your listing with a unique URL
- We spotlight your listing in our exclusive **digital magazines**
- We feature your listing on dozens of syndicated and **lifestyle websites**
- We employ a variety of digital strategies like **re-targeting, geo-fencing** and **Google ads**
- We deploy targeted **E-mail campaigns**
- We manage Social Media, including boosted and **targeted Facebook ads, YouTube, Pinterest and #LizMooreInteriors on Instagram**
- We host **Event Marketing** such as Open Houses and Broker Opens
- We design strategic **Print Media**

The Agent You Select

Perhaps the most important decision you'll make as a Seller is the agent you choose to represent you in the sale of your home.

Negotiating

Many sellers assume that there is a “fixed” price that they will get for their home. Nothing could be further from the truth. Selecting an agent with **deep market knowledge** and **negotiating expertise** can mean the difference of thousands of dollars in your pocket. From setting the right list price, to guiding you through a myriad of negotiating decisions you'll make about price, terms and inspections, the right agent can make all the difference.

Communication

Moving is stressful. It's important that your agent is **responsive**, and that you have open lines of communication frequently throughout the process. Our goal is to deliver the **best real estate experience** that you have ever had!

Transaction Management

Finding the right buyer is only the first step in the process. There are literally dozens of moving parts in a real estate transaction: **deadlines** to be managed, **inspections** to be coordinated, **regulations** to be met – all within a compressed time period between contract and settlement. Our exclusive **Workflows**[®] transaction management platform enables your Liz Moore agent to juggle multiple tasks efficiently so that you can focus on your move.



ASSOCIATE BROKER,
ABR, SFR, SRES

Denise
FLEISCHMANN

Welcome Home to Williamsburg



757-846-0202 | Denise@LizMoore.com

WelcomeHomeToWilliamsburg.com



Real Estate *Reinvented*

