

Kevin Daily | Realtor | DRE#01815284

### Follow these steps to ensure a bidding war for your home!

1. **Price your home at or slightly below market value:** This is critical, if you list above market value you will have much less showings and almost guarantee yourself no bidding war. However, you do not want to price far below market value either. The goal with listing at or slightly below market price is to drive as much traffic as possible. Don't confuse this with the price you will eventually get. **The price you list at is simply a catalyst to drive a higher price through the next few steps.**
2. **Prepare your home to be an online stunner:** Your home needs to be a stunner online. In most cases, you will want to remove all of your décor and furniture, and have your home professionally staged; especially if it's a luxury home. Things as simple as fresh white paint, fresh painted cabinets, and exterior touch ups can have a huge impact on the first impression online buyers will have. Most homes that end up not selling or not generating bidding wars were actually priced correctly, they just didn't show well. Well-staged homes get on average 3 times more online traffic than non-staged homes. This results in more showings, more offers, and eventually a higher sale price. However, **all of the effort of staging and making your home an online stunner needs to be matched with the absolute best photography.** Quite simply, ensure your agent hires the best photographer and make sure you are absolutely happy with the photos. 99.9% of buyers will start their search online, the first impression needs to captivate. If your agent plans to use their iPhone for your home's photos; please fire them immediately. Your home deserves the best.
3. **Select the best offer, along with at least 1 back-up:** Your agent will guide you in this critical step of choosing the best offer. **I pre-rank offers based on my experience and use these general criteria; price, loan qualification details, buyer's cash position, buyer's willingness to modify or remove contingencies, reputation of the buyer's agent, and finally the buyer's motivation.** Ultimately it is you, the seller, who decides which offer to accept but your agent will guide you in the process.
4. **Take your Net Profit to the Bank:** Technically it gets wired by escrow to your account at the end of close. By choosing the best buyer and having a back-up, this will help ensure a smooth escrow and close. **Now, it's time to take your profits to the bank and move on to the next chapter in your life.**

Keller Williams Encino –  
Sherman Oaks

Cell: (951)478-1174

E-mail: [kevin@kevindailyrealty.com](mailto:kevin@kevindailyrealty.com)

Web: [www.kevindailyrealty.com](http://www.kevindailyrealty.com)