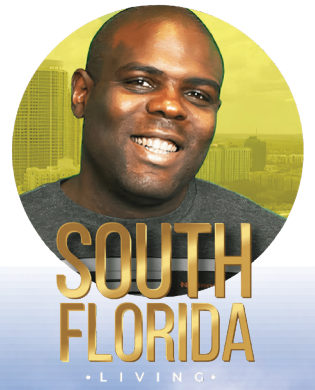


# QUICK HOME SELLING CHECKLIST FOR SOUTH FLORIDA



## STEP 1 Prep and Update Your Property

- Prioritize home improvements and updates before listing.
- Schedule a complimentary consultation with Pierre Nicholson PA to help determine necessary improvements.

## STEP 2 Choose a REALTOR®

- Select a South Florida real estate agent who prioritizes your goals.
- Pierre Nicholson PA offers personalized care and results-driven service.

## STEP 3 Obtain a Comparative Market Analysis (CMA):

- Assess your property's real value with a detailed CMA.
- Evaluate your home's competitiveness in the market.
- Set the optimal listing price based on the CMA.







## TIPS FOR ENSURING YOUR PROPERTY SELLS

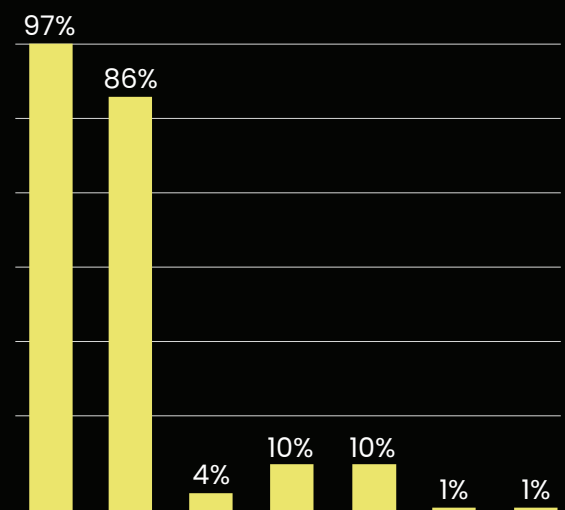
If your property isn't receiving 1-2 showings per week, reevaluate the listing price.

If you're getting showings but no offers, improve the property or adjust the price to compete effectively.

## UNDERSTANDING WHERE REAL ESTATE BUYERS COME FROM

- **Internet: 97%** of all home buyers use internet in their home search
- **Real estate agent: 86%** of buyers purchased their home through a real estate agent
- **For Sale or Open House sign: 4%** of buyers
- **Friend or relative: 10%**
- **Direct relationship with the seller: 10%** of buyers purchased directly from seller
- **Print newspaper: less than 1%**
- **Magazine: Less than 1%**

These statistics were provided by the National Association of Realtors



Source: National Association of Realtors®

## KEY INSIGHTS

- ◇ A significant majority of buyers start their search online.
- ◇ High-net-worth buyers often work closely with their Realtors.
- ◇ Print marketing has become less effective compared to online methods.
- ◇ Real estate agents utilize the Multiple Listing Service and personal networks to find listings.
- ◇ Having a well-connected broker remains essential in the changing landscape of home buying and selling.