



STILLWATER, MN

SELLER'S GUIDE



Every Home Has A Story

In the journey of selling your home, it's essential to recognize that your home is more than just a structure; it's a tapestry of memories and experiences that make it uniquely appealing. Your home's story is a powerful tool that can captivate potential buyers' hearts and imaginations.

As you prepare to list your home, let's dive into what makes it distinct. Is it the architectural charm, the garden that blooms in all seasons, or the cozy nooks perfect for a rainy-day read? These details are not just features; they are chapters of a story that can make your home stand out in the competitive real estate market.

Crafting and Sharing Your Home's Story

The art of selling your home lies in how effectively you share its story. This narrative weaves through every aspect of the selling process, from the pricing, the listing descriptions, the brochure to the open house presentations. It's about highlighting those unique characteristics that make your home not just another listing, but a place where dreams can live and grow.

In this guide Richard McDonough will highlight the steps and the process that he goes through to maximize the pricing and exposure on your home for a successful transition to what is next.

The Strategic Edge of Pricing and Expertise

NAVIGATING THE MARKET WITH PRECISION PRICING

One of the most critical steps in selling your home is setting the right price. This isn't just about what you feel your home is worth; it's about understanding its value in the current market conditions. A Comparative Market Analysis (CMA) is invaluable here, providing a data-driven foundation to price your home competitively.

A well-conducted CMA considers similar properties, market trends, and the unique features of your home, ensuring the price attracts buyers while reflecting your home's true worth. This strategic pricing is crucial to maximize the return you have in your home, positioning your home to stand out in a competitive market place.

LISTING AGENT VS. MARKETING AGENT

LISTING AGENT

Most real estate agents, when listing properties for sale, are hoping the MLS will help sell their clients' home. However, in this age of digital marketing and social media, we know there are better, more effective ways to sell our clients' homes and properties.

Gone are the days when an agent would just use their cell phone to take a few photos of your property and hope the MLS will sell it! Buyers have access to everything in today's digital age. If your home doesn't look good online, they won't waste their time to see it in person. When you interview any potential realtor, make sure they are going to truly market your home and not just list it.

MARKETING AGENT

What is the difference between a marketing agent and a listing agent? Having a true marketing team on your side will go far beyond the traditional realtor who just lists your property on the MLS.

Richard McDonough utilizes professional architectural photography, video walkthrough tours (not just photo slideshows), creative social media campaigns, web pages and print media to market your property directly to the right buyers with the greatest exposure.

Without this broad reaching marketing strategy, your property would only be seen by a few buyers or realtors who happened to stumble upon the MLS listing. In other words, by using just a listing agent instead of a true “marketing agent” you would be missing out on the opportunity to reach the thousands of buyers actively searching for their new property online.

Please keep that in mind next time you want to hire a realtor who doesn't understand the market or hire a family member who has a real estate license. Richard is recognized for his quality, exceptional and innovative marketing and he has the stats to prove it.

Leveraging Decades of Experience

In the complex world of real estate, having a seasoned expert by your side can make all the difference. Richard McDonough's three decades of experience have equipped him with an in-depth understanding of market dynamics, a knack for crafting compelling property narratives, and the expertise to conduct thorough CMAs.

This experience translates into a strategic advantage for you. From pricing your home perfectly to marketing it in a way that resonates with buyers, Richard's goal is to ensure your home's story is heard and appreciated, culminating in a successful sale that meets your expectations.

Selling your home is a significant milestone, and it deserves the attention of someone who understands its value and knows how to showcase it. By focusing on its unique story, employing precision pricing, and leveraging professional expertise, we can navigate the market together to find the right buyer for your home.

BEYOND ONLINE MARKETING



Richard McDonough doesn't just use online marketing to sell your home. He actually has tested strategies in place such as mailing letters and postcards to specific buyers who he knows would be interested in buying your home. This process is done during the pre-listing campaign and brings your property so much more exposure to the right type of buyer.

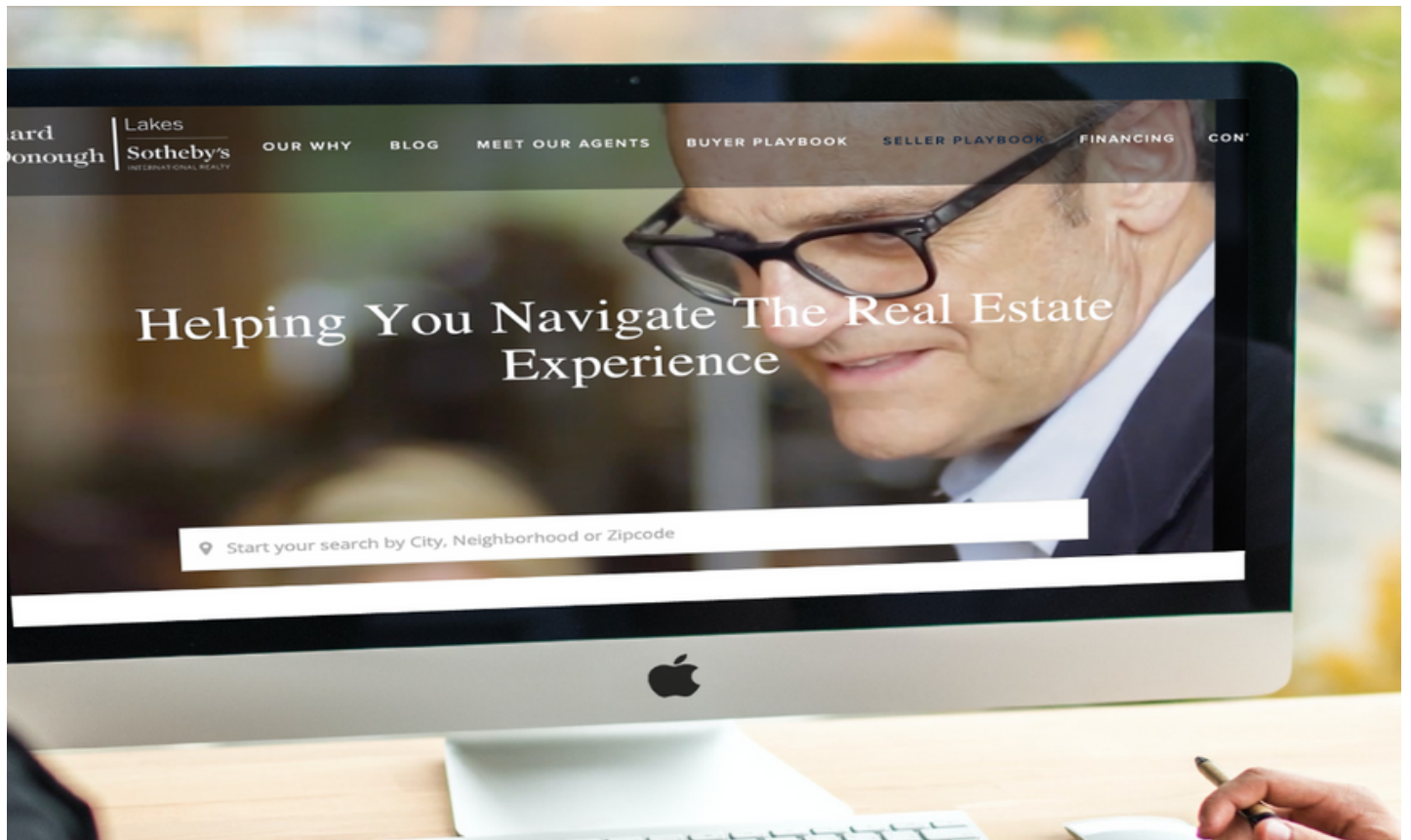
How does Richard target the right type of buyer? He has the data to prove this. And he markets it to these potential buyers. Richard also has an extensive database that he has acquired over 30 years through marketing and referrals of buyers looking to purchase when the right home or property hits the market. They all receive an email letting them know that your property is about to come on the market.

"KNOWLEDGE IS POWER.
AND RICHARD KNOWS A THING OR TWO."

Although marketing has a lot to do with layout, visual appeal and the story you create, it's also very dependent on timing. Richard uses all of these factors and then some when it comes to marketing your home, That's why our clients all love our "Speed to Market" while working with Richard.

That "Speed to Market" factor ensures we maximize your home's exposure without it sitting on the market with no action. Richard gets all email blasts, flyers, phone calls and mailers out at strategic times to generate the most exposure for your property. This helps us gain momentum for your home and drives up demand, which ultimately leads to the higher price our sellers love to see.

DESIGN MATTERS



MY WEBSITE

Richard McDonough's website is a valuable marketing tool because it's visually driven. This allows him to market your property in ways traditional listing agents cannot. Most listing agents only list your home on the MLS and do not have beautifully designed websites tailored specifically to showcase your property.

Richard knows that over 90% of the time, home buyers search for properties online before going to look at anything. He'll make sure to showcase your home so it looks beautiful. This brings more buyers to you because they love the way your home shines online. Go to his website to view other properties he has showcased: www.richardmcdonough.com



PROVEN MARKETING PLAN

BENEFITS OF HIRING RICHARD

Richard McDonough is recognized for being at the forefront of creative real estate marketing. This is a huge advantage to sellers because they receive marketing for free as part of the listing services package.

How does the marketing work? After he gathers our marketing assets (beautiful images and videos of your home), he uses social media and the internet to market your home to a large audience of buyers who can't be reached using traditional methods. This brings more interest in your home and frequently helps clients get multiple offers at a higher price than the average realtor. You need more than "friends and likes", you need the experience that makes a difference.



FACEBOOK & INSTAGRAM MARKETING



FACEBOOK & INSTAGRAM IS THE INTERNET

Here are some staggering statistics. Facebook has over 2.5 billion users and over 1.2 billion active daily users! While users are not going on Facebook or Instagram specifically to look for a home, most buyers are using both every day. They're huge social platforms that can be used to our clients' advantage. But the marketing needs to be done correctly. A lot of agents will tell you they are on social media and will market your home, however they don't know the ins and outs of Facebook & Instagram marketing. This is where Richard McDonough excels as an all-inclusive marketing team. Through years of experience, he has learned exactly how and when to target to all the buyers on both social platforms in order to attract the most interest in your home.

PRE-LISTING MARKETING CAMPAIGN

A pre-listing marketing campaign allows us to draw a huge demand for your property prior to listing it on the MLS. By advertising "Coming Soon" we are able to capture buyers who are willing and qualified to purchase your home before having to host open houses. This lets our sellers live their regular lives without any interruption while generating "pre-buzz" for your property. This campaign also lets us know what potential buyers think of your property and the potential listing price.

RENOVATING



WORK WITH OUR TRUSTED LICENSED CONTRACTORS

Whether you need some minor work done or looking for a full remodel prior to listing your property for sale, Richard has fully vetted and licensed contractors will do whatever it takes to get your property ready.

He truly believes it takes a village to make a successful real estate transaction, That's why he has partnered up with several of the best contractors in the area. You can rest easy knowing you will be covered.

HOME STAGING

WHY SHOULD I STAGE?

Staged properties sell on average 73% faster than those that are not. This is because it helps potential buyers visualize the space in a beautiful and neutral way.

Richard works with some of the best home stagers in business. He knows that his clients each have their own great taste and styles.

However, when it come to selling you home, staging helps make it appealing to a broader audience! Remember, most home buyers are seeing your property online first and we want to make sure that we showcase it in the best way possible.

