



■ about the expert

HANNAH GIGLEY

GIGLEY REAL ESTATE GROUP
RE/MAX FOUR CORNERS

Hannah is an accomplished mother of four, triathlete, and marathon runner. She completed the Iron Man in Cozumel in 2011. Hannah is also committed to service and leadership in her church and community. She and her family are involved in many organizations that raise money and awareness for causes including cancer research, multiple sclerosis, special needs, and the Scottish Rite Hospital and they serve various mission organizations both in Mexico and locally. Hannah is passionate, hard-working and strives to make the world a better place. That same spirit and drive carries over in her professional life as well.

► REAL ESTATE AGENT

AWARD-WINNING TEXAS REALTOR WHERE EXCELLENCE IS IN THE DETAILS

Q&A

I'M THINKING ABOUT SELLING MY HOME. WHERE DO I START?

Finding a qualified, established real estate agent—preferably one with years of being an agent and one with the correct certifications to back that knowledge up—should be your first step. Then, home maintenance. Think through what you, as a buyer, would be looking for or at. Do you have wear and tear on your home, paint, or carpet issues?

WHAT SHOULD I LOOK FOR WHEN HIRING AN AGENT?

Not every agent is the same. Finding one who has the systems and procedures already in place, and who has done a minimum of \$20 million in sales, will help your transaction be a smoother one. These agents have already worked out all of the kinks and know what to watch out for in order to protect your best interest. New agents are raring to go I was one once! However, they can sometimes lack the experience needed to navigate through some truly difficult situations when selling a home. Established agents also have the contacts and tried and true vendors to help you with everything from start to close for a seamless experience. I suggest getting referrals from friends and interviewing several from different agencies to find the “right fit” for you.

WHAT SELLS A HOUSE QUICKLY?

As I explain more at GigleyRealEstate.com, there are four methods I follow when listing a house: savvy marketing (online, social media, print, advertising), staging, professional photography/ videography, and a correct starting sales price. If these line up perfectly, you have the best chance

for the highest, fastest sale possible on your home. If you miss any of these, it can cause unneeded frustration and delays.

HOW DO YOU SET REALISTIC EXPECTATIONS FOR YOUR CLIENTS?

I start with communicating about every step of the buying/listing process, from start to finish. I go above and beyond on every single property I list or purchase, no matter the sales point. It is my integrity and knowing that I am doing everything possible to help get my clients' homes sold, in any price point, that drives me. My clients become like family for life and nothing gives us more satisfaction or joy than when we get a call asking our team to come help them again! Having their life-long trust is always our number one goal!

WHAT QUALITIES OR CERTIFICATIONS SET YOU APART FROM OTHER AGENTS?

I think my creativity in staging homes, along with my love for negotiating and my sense of humor, set me apart. I have set out to earn every certification possible so I have the knowledge to back-up the experience I already have in the industry, including: Certified Luxury Home Marketing Specialist, Certified International Property Specialist, Certified Relocation Specialist, Short sales and Foreclosures, Seller Representation Specialist, Accredited Buyer Representation, and Graduate Realtor Institute Designation. Business is in my blood and my parents taught me that hard work, discipline, and a “never give up” attitude will make you stand out. I have a system and procedure for everything and I always finish what I start. ■

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