CASE STUDY
Cash-Strapped Seller

THE ISKUS GROUP™

BEFORE



AFTER



Situation: Seller with all of their money tied up in their home, looking to list with a discount broker as a last resort.

Strapped for cash, the seller was looking to work with a discount broker. Keeping in mind their best interests, we explained the difference between us and discount brokers: our professional photography, videos, overall marketing and service. We were so confident we could make them more than the percentage they would save with a discount broker (in this case $8,000) that I guaranteed them in writing that if we couldn't make them more than the $8000, then we would do it for the discount they were looking for.

Solve: With confidence in the property and some small but impactful touches, the home sold for $50,000 over list price, making it a record sale in the neighborhood.

They had two young children and their home was in major need of being cleaned and staged. We had it thoroughly cleaned and lightly staged with some key pieces that brought a whole new life to the home. With beautiful content and impactful marketing efforts, we garnered an overwhelming response with busy open houses and numerous showings.

Within a week of being on the market:

- We received 9 offers, all over asking
- The property sold for $50,000 over list price, marking it as a record sale in the neighborhood

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