CASE STUDY

Why Marketing Matters

THE ISKUS GROUP™

BEFORE



Situation: Expired listing over 115 days on the market.

We were contacted by frustrated sellers after having their home on the market for over 115 days. They were carrying two mortgages since they had already purchased their next home.
To make matters worse, the market was declining.

We reviewed her listing as it appeared on the MLS. The photos were poor quality (taken with a phone) and made the home appear dark and dreary. Two of the rooms were painted with very bright primary colors. After sitting vacant for two months, there were cobwebs in the corners and no updates from the agent.

Surprisingly, the home actually had plenty of light and modern updates that most of the other properties in the area did not have. This was a challenge made for our expertise!

Solve: Our strategy was to make the property look its best and relist in one week so they didn't miss out on any more precious time.

AFTER



Plan:

Day 1: Professionally cleaned the interior

Day 2 & 3: Repainted the bright colored rooms

Day 4: Brought in professionals to stage the property, power wash the exterior, repaint the front door, and planted flowers

Day 5: Professionally photographed and shot videos of the property with highlights of the neighborhood (park, school, landmarks, etc.)

Within six days, we had the home looking its best. We created a property website, posted social media ads, sent invites to the neighbors and potential buyers/agents in our network to build buzz around the property.

We had four open houses in the first week, including a Broker's Open House, Wine & Cheese Twilight Open House, and Weekend Open Houses.

We reached out to attendees that showed interest and received three offers within a week on the market! Our clients were relieved to stop paying two mortgages!

It truly makes a difference to work with an agent that puts in the work, highlights the property's best features, and cares about getting the most money for the homeowner!

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