CASE STUDY
Why Marketing Matters

THE ISKUS GROUP™

BEFORE



AFTER



Sellers contacted us after hearing we had just successfully sold a home after it sat on the market with another agent for over 115 days. Their home was sitting too and they were very frustrated. The agent was not giving them any updates or advice on what to do in the changing market.

They contacted us, we went over to the home and instantly saw tons of potential. It had great natural night and layout, but it was being presented all wrong with dark curtains and dark bedding, scuffs on the wainscoting and was in need of a cleaning. The yard was broken up with fencing which did not show how large the lot was and there was some needed maintenance in the yard like weeding, clearing piles of wood and cleaning the garden beds. The lot was just under an acre, yet there were no aerial pictures to show how large it was.

On Day 1- We removed the inner fencing, had the lot tidied up and pressure washed the exterior or the home.
Day 2- We touched up the paint and had the home professionally cleaned.
Day 3- Staged the home and front walkway with potted trees.
Day 4- Had professional photography and videography including aerial pics and video to show off the size of the lot.

Paloma Fierro, REALTOR® | CA DRE 01386256 / ID DRE SP53259
(323) 365-6505 | Paloma@TheIskusGroup.com

Jeff Kernaghan, REALTOR® | CA DRE 01423343 / ID DRE SP52852
(818) 613-5257 | Jeff@TheIskusGroup.com

www.TheIskusGroup.com

BOISE PREMIER REAL ESTATE

THE ISKUS GROUP™

BEFORE

AFTER















