CASE STUDY
A Little TLC

THE ISKUS GROUP™

BEFORE



AFTER



Situation: Seller wanting to list their home for much higher than any comp, without any investment to bring the property up to par.

The property was a fixer, and the owner wanted to sell it for much higher than any of the surrounding comps. With little to no curb appeal, the home was in need of a mini facelift: fresh paint, landscaping, and light staging. Although the seller did not want to spend any money preparing it for sale initially, we were able to compromise and determined that in order to justify a higher price, we would make small, impactful updates with minimal spend. We painted the facade, landscaped with black river rocks and agave plants, and staged with personal pieces—some purchased, some pre-owned.

Solve: With some compromise and a little TLC to the property, the home sold for $30,000 over list price!

It was these small touches that made a major difference! To capitalize on our efforts, we photographed and filmed the property and surrounding neighborhood, including notable parks, trails, trendy restaurants, shops and more. This way, buyers would get a true sense of how it would be to live there. The resulting content was used for a targeted social media campaign, CRM outreach, and agent networking efforts.

The 360 push resulted in:

- A majorly successful open house
- 4 offers within the first 2 days
- The sale of the property for $30,000 over ask

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