

An outline of the course topics

1. How's the Market?
2. The Guest Experience
3. Who's Buying & What's Selling?
4. Curb Appeal
5. The Three Most Important Steps
6. First Impression: How to Create the Perfect Foyer
7. Trends, Fads & Megatrends
8. Staging
9. Organizing & Downsizing
10. The Evolution of Real Estate Marketing
11. 21 Tips: To Sell Your House
12. Pricing Strategy
13. When's The Best Time to Sell?
14. Features & Benefits
15. Storytelling
16. The Most Important Rooms
17. ROI for Upgrades
18. Challenges: The 4 P's
19. Challenges: The Hardest Homes to Sell
20. Evaluating an Offer
21. Hiring the Right Agent
22. Open Houses
23. Historic and Unique Houses
24. Should You Downsize Before You Are Ready?
25. Riding the Emotional Roller Coaster
26. Offer Accepted. What Can I Expect Next?
27. Negotiations
28. Selling a Vacation Home
29. Open Forum (Question & Answer)