

TELL YOUR STORY

HOW EFFECTIVE STORYTELLING CAN
SELL YOUR HOME FOR THE HIGHEST
POSSIBLE PRICE IN ANY MARKET



UPDATED EDITION FOR 2023



Tom Miller
EXP Realty, LLC

We have certainly seen our marketing here in Central Iowa shift over the last 12 months. We've gone from multiple offers on almost every home that hit the market to homes sitting on the market for much much longer. Now more than ever, it is critical to make sure that your real estate agent has a great plan to get your home seen by the maximum number of buyers, and being able to tell the story of your home is the biggest part of that. This guide will show you exactly what I've done for my clients to help them sell their homes even in this increasingly tough market.

Two things are true: there will be more folks wanting to move to the Des Moines Metro area and local people wanting a new start who are ready to move, and there will be competition in buying and selling those homes.

One of the most common questions I get as a real estate agent is: Why do some homes sell quickly while others seem to sit on the market? The answer varies from situation to situation, but the most consistent thing we see in our market is that the sellers who price their home aggressively and use an agent who has a committed plan to market their home get the most showings on their homes - and this results in a quicker sale at a higher price.

In this full-length report, I've laid out the exact marketing plan I personally use to make sure my clients who are selling are able to do so for top dollar. Hopefully you'll find it helpful - and if you ever do decide it's time to put your home on the market, and have questions about the process and how we could work together to come up with a plan to make sure your home sells, I'd be happy to talk with you about it.

Tom Miller
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Three Things I Do Differently:

With our market beginning to shift, and homes that would have sold in a day a year ago now sitting on the market for 30+ days, we know that the traditional approach to listing and selling your home will get you what everyone else is getting, a slower home sale for a lower price. However, if you want to make sure your home sells for the best price, with the best terms, there are 3 incredibly important factors that you need to make sure you get covered:

- Find an agent who will spend money to market your home.
- Find an agent who can properly tell the story of your home and put the buyers in a frame of mind where they are happy to pay top dollar for it.
- Find an agent who will be present when your home is being shown.

If you ask an agent these three questions, the answers you receive will tell you everything you need to know about how hard they are willing to work and what their actual plan is to sell your home.

Finding a Good Agent

Any real estate agent can list your home in the MLS, have pictures taken, schedule showings, and "negotiate" offers on your behalf. The MLS does a great job of making sure other agents see your home. What it doesn't do is keep your home in front of the most active buyers, specifically those buyers who are out-of-state - only an aggressive marketing plan can do that. From social media and YouTube, to Google, and hundreds of other marketing channels, agents now have the opportunity to make sure your home is shown to and seen by buyers from all over the country - but it costs money to do this. Hiring an agent who is willing to spend money is an absolute must. You're trusting them to handle one of the largest transactions of your life. An agent who isn't willing to put "skin in the game" with a real marketing budget is crazy.

Pro Photography and Videography

In 2023, these are basically table stakes for anyone considering putting their home on the market. If an agent suggests that they don't need professional photography of your home, kindly ask them to leave.

In today's world, you have to sell your home to a buyer 3 times!

The first of 3 times you have to sell them is when they see your home online. This will be the first thing any potential buyer sees of your home, and if you don't get this part right, it will turn them off immediately. If you want to know the other 2 times you have to sell them, I will tell you when we have a conversation.

When you do get it right, you have photos that are interesting and engage the home buyer. Those photos encourage the buyer to dig a little deeper and learn a little bit more about your home. It starts the buyer down the path of falling in love with your home and ultimately reaching out to see the home in person, which is the real goal of any marketing: simply to move the client one step closer to viewing the home in person and making an offer on your home. This is extremely difficult to do without professional photos and video of the home.

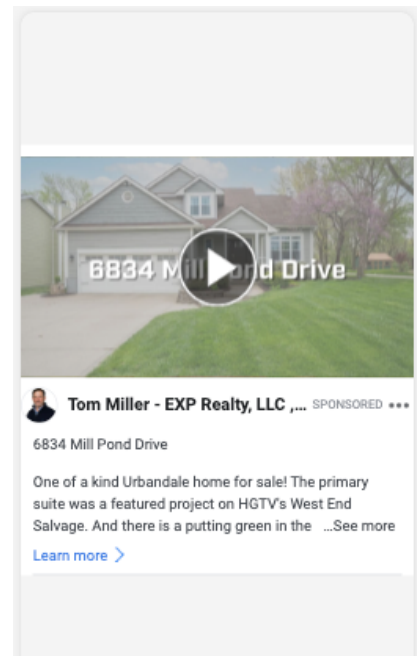
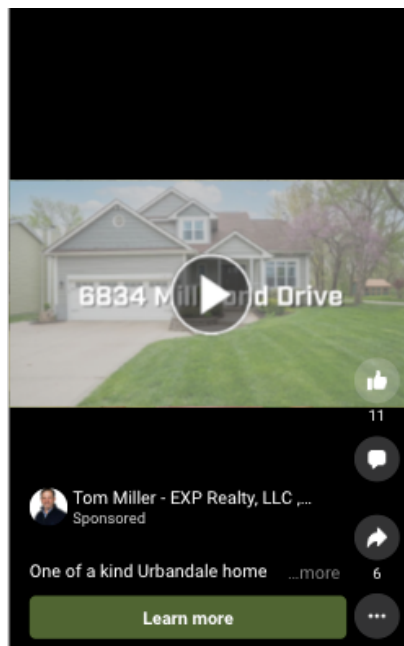
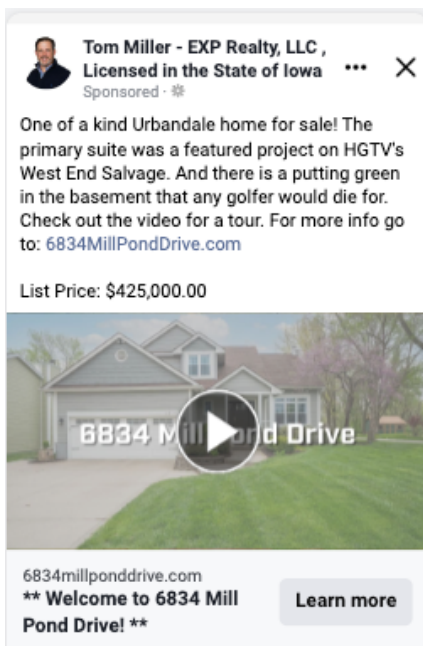
Social Media Marketing

Love it or hate it, one thing we know for sure is that almost all home buyers are on social media. Having an agent who has the ability to market on these channels is an extremely valuable resource.

Over the past 10 years, we've spent over \$2,300,000 marketing homes on Facebook, Instagram, and YouTube. We know exactly what works, what doesn't work, and how to get your home in front of the most serious buyers possible.

It's not uncommon for us to receive hundreds of inquiries from home buyers when we run ads on Facebook and Instagram. By putting a home that's for sale in front of these buyers somewhere they spend a lot of time, it's easy to get them excited about your home.

How We Used Facebook and Instagram Ads to Sell This Home:



By using ads on both Facebook and Instagram, and by using a format that makes a listing stand out with a gorgeous image and video, we were able to get over 545 potential buyers to reach out to us for more information on this listing. Needless to say, we were able to get many of those potential buyers to book showings and make offers on this home and we ended up driving up the final sales price on this home to \$20,000 over the original listing price.

Video Tour:

Having great pictures and videos of the home is a great start and can certainly help get buyers interested in your home. Having a professional walk through video, with an agent explaining the details of your home and getting the buyers excited, is something that can truly set your home above any others currently on the market.

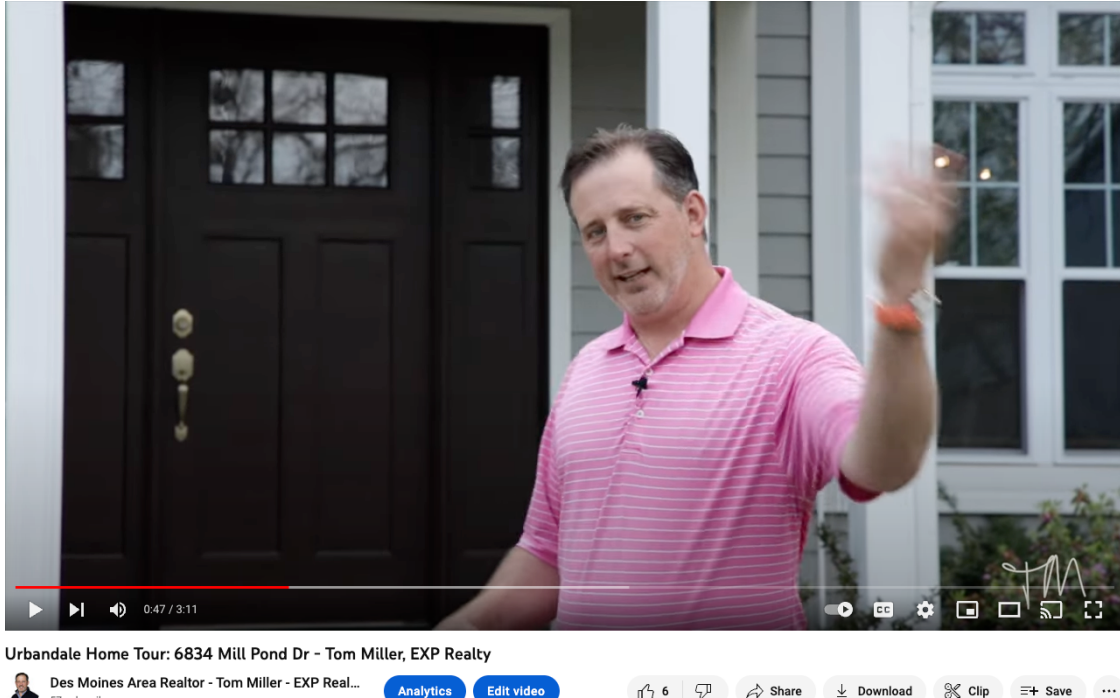
[IF YOU WANT TO SEE A GREAT EXAMPLE OF ONE OF OUR HOME TOURS YOU CAN CHECK ONE OUT BY CLICKING HERE!](#)

Or see it here: <https://youtu.be/oZATpCTXS28>

A couple things you'll notice is that the video is long, This video has been viewed thousands of times across Youtube and other social media platforms, and the average viewer watched more than half of it! By having a detailed video that keeps viewers engaged, it gives prospective buyers more opportunity to find that list of things about your home that they can't live without and that will stick with them.

In 2023, it's also extremely common for out-of-state buyers to want their agents to show up and do a "virtual showing" where the agent will work around with an iPhone and try to FaceTime with the clients. When the clients can experience the home through a professional video, it makes that out-of-state buyer much more comfortable with moving forward.

How We Used YouTube to Sell This Home:



Thousands of Video Views of This Home!

Making a YouTube video gets your home in front of buyers who aren't checking the MLS every 15 minutes.

It is a wonderful tool to help buyers fall in love with your home.

This is a very engaging form of marketing, and we saw viewers engaged with this video for an average of over 52.5% of the video - a shockingly long period of time in marketing!

By having tens of thousands of buyers watch a video of your home, we're able to find multiple buyers who fall in love with your home and ultimately drive up the final price of your home.

Postcard Marketing

BASICS OF POSTCARD MARKETING:

We like to send postcards out to your neighborhood because who is more likely to give a referral/testimonial to how great your neighborhood is than someone who already lives there and loves it? Neighbor referral is the most likely means of sale from postcard marketing and we've seen this yield huge results for our sellers when we do it. We will typically mail a minimum of 2,500 postcards when we begin marketing your home and it's an effective way to increase the "word of mouth" about your home hitting the market.

One of the most common stories we used to hear was from neighbors who after the home hit the market and was under contract would come to us and say, "That would have been the perfect home for our friends who want to be in the neighborhood! I hate that we didn't realize it and it went so quickly!"

We make every effort to make sure this doesn't happen and by sending thousands of postcards to the neighborhood, it insures that everyone will be talking about your home to their friends before it hits the market.

How We Used Postcard Marketing to Sell This Home:

We sent over 1,000 postcards out for this listing in Urbandale. By sending a "just listed" postcard, we made sure everyone in the area knew this home was coming on the market.



New Listing
6834MillPondDrive.com

Guess What Your Neighbors Did?

Your neighbors at 6834 Mill Pond Drive have decided to put their home on the market. This home is located on THE best lot in the area and is in immaculate condition. If you know anyone interested in living in Urbandale, wanting Johnston Schools, this is a rare opportunity to get a home that backs to a natural area with the coolest putting green you've seen in the finished basement.

You can see the full details here:

6834MillPondDrive.com

Listed by:



PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

Return Address:
Tom Miller
EXP Realty
6851 Ceres Cir.
Johnston, IA 50131

*****ECRWSS****
Local
Postal Customer

These postcards always make a big impact, and this listing was no different. We had a neighbors open house the first night on the market and we had a house full! All of the neighbors were sad to see the owners moving. One of the neighbors made an offer, but was beat out in the end. These postcards work, they're effective, and it's easy to target specific neighborhoods that can both potentially have an interest in or know people who will be interested in your home.

Telling Your Home's Story

There are two aspects to telling the story of your home. The first is to learn firsthand from the current owner what made that home special to them. It's amazing how much you can pick up from a seller telling the story of a specific spot in the house that will resonate with a buyer and create an emotional connection to a property. It's that kind of connection that makes buyers fall in love and be more than happy to pay top dollar.

The second aspect is creating a scenario so the buyers can "win." You're selling your home for a reason. Most sellers want to hide that fact or will say: "We don't have to sell," which is the worst possible strategy to get top dollar in a hot market. You want the buyer to have a story to tell about how they were able to get their dream home. "This couple was moving to Florida and had to have a contract fast. We were able to move quickly and we got it for \$950,000," is a much better story to tell than: "They didn't have to sell, so we ended up having to pay \$950,000."

The result is the same, but a buyer who is excited about buying a property is much, much easier to work with than one who feels like they just had to pay the most.

Promise to be Present at All Showings*

This really feels like something you shouldn't have to say, but you'd be amazed at how many homes get listed for over \$1,000,000 and then the selling agent lets the buyers' agent, who knows nothing about your home, try to sell it. When offers do come in, the agents have no idea how serious the buyers are, what their story is, and what it would be like to do a transaction with them. An agent who shows up for showings is at a huge advantage over one who doesn't - from telling the story of your home, to pointing out the parts of the home you've loved, to truly making the buyers feel like this is the perfect home for them, it can make all the difference in the world when it comes time to receive and negotiate offers on your home.

*** This only applies to listings \$1,000,000 and up that chose my Platinum Marketing Package**

What Your Neighbors are Saying:

HERE ARE A FEW OF OUR RECENT CLIENTS WE HELPED
SELL THEIR HOMES USING THIS EXACT APPROACH:

"I have owned and sold 10+ homes/condos in different locations around the country. Tom Miller was the best listing agent I have ever had. He was very knowledgeable with the help of his stager to get our home ready for sale. He totally understands the sales process, both from a pricing perspective, as well as photos and connections in the industry. Home was listed on Friday, 9 showings in 3 days, 2 offers & sold at list price by Sunday. We got a very fair price in today's market"

- Raymond (Clive, IA)

"We are older folks, so working with Tom Miller and his Team was a true breath of fresh air! Tom is so relaxed and relaxing, comforting, and market/business savvy that you automatically have great confidence in what he does and how he does it! We were thrilled to have him help us buy a "new" place and then sell the "old" place! He and his team assisted us with inexpensive ways to update the "old" place to get us top dollar! Closing was a dream due to Tom and his team! EXCELLENT!!!!"

-Neil and Diane (Urbandale, IA)

"Tom and Sandy are amazing!! They went above and beyond to help us sell our house, from the initial geographic analysis to price our house to the multiple trips made to our house after we moved before it sold. They're very professional and keep you in the know of where you are from start to finish in the process. The videos and weekly market analysis' are very informational and useful also. We would highly recommend them if you were selling your house."

-Steve and Brenda (Polk City, IA)

Whenever You're Ready, Here are 3 Ways I Can Help You Immediately:

#1. Give you a custom “Pin Point Price Analysis”

With our Pin Point Price Analysis we take a closer look at your house and prepare a very specific estimated selling price for your home. The price will be much more precise than a general range of what it might sell for -- which is key for getting the best price on your preferred timeline.

#2. Give you a “Room-by-Room Review”

With our Room-by-Room Review, we make specific recommendations about which fix-ups or improvements you should (and should not) consider doing to prepare your home for sale. We'll point out the lowest cost, highest return improvements you can make to help sell your home quickly and for more money.

#3. Give you access to our “Silent Market”

We specialize in Central Iowa and we work with a good deal of buyers currently looking for a home like yours. We can include your home in our Silent Market list of homes -- and we may even be able to find a buyer for your house without even putting it on the market. Because of all the marketing our team does for the homes we list, we constantly wind up with more buyers than homes to sell.

These 3 services are all **free** - all you have to do is reach out and let me know that you're ready.

The easiest way is to send me a text at 515-729-2362 and we will get started!

Tom Miller
EXP Realty, LLC



IF YOU ARE READY TO LIST
YOUR HOME AND WANT TO
PARTNER WITH AN AGENT
WHO WILL HELP YOU SELL
FOR TOP DOLLAR...

call Tom Miller at
515-729-2362



Thomas R. Miller is Licensed to Sell Real Estate in Iowa