

Weichert Agent Postcard Campaign (Four Customizable Options)

1. Prep Your Home Checklist
2. Agent Success Snapshot
3. Must-Do Maintenance
4. Renovations That Add Value

Postcard-Front Prep Your Home Checklist



Get Market Ready!

Jane Smith
Sales Associate

Weichert
REALTORS



Prep Your Home for a Faster Sale

You don't need to make a huge investment to create more interest with potential home buyers. Follow the simple to-dos on this checklist to showcase your home at its best and boost your bottom line.

OUTSIDE

- Trim, weed and tidy up lawn and garden
- Repair screens, windows and doors
- Add fresh mulch and potted plants

KITCHEN

- Clear away small appliances
- Remove stains; sanitize stove hood
- Remove clutter

BATHROOM

- Store all toiletries out of sight
- Patch, caulk or grout as needed
- Display attractive guest towels

FAMILY ROOM

- Rearrange/remove furniture to maximize space
- Keep paint neutral
- Open window treatments for more light

BEDROOM

- Clear out closets
- Remove valuables and personal photos
- Vacuum and tidy-up

BASEMENT/GARAGE

- Clean and deodorize
- Get rid of unwanted items
- Straighten tools, laundry area

Postcard-Back Prep Your Home Checklist



Jane Smith

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A truly seamless home buying and selling experience!



**Jeremy
Schneider**
Manager



**Patricia
Jones**
Mortgage Advisor
NMLS# 268745



**Janice
Anderson**
Insurance
Advisor



**Michael
Thompson**
Title Closing
Advisor

Thinking of making your next move? Study after study shows that a house that's polished on the surface and arranged properly will appeal to more buyers and help you sell at the best possible price, in the shortest amount of time.

If you're looking for a marketing professional with a proven strategy to help your property stand out in the market, your search stops here! I'll share many more ideas and insight, introduce you to our 6-point selling system called The Weichert Way, and provide you with a FREE home valuation—a Price Trend Analysis*—which goes deeper than other property estimates to measure the current real estate trends and predict future ones. I look forward to hearing from you—contact me anytime!

*A Price Trend analysis is not an appraisal and should not be considered to be the equivalent of an appraisal.

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Morristown Office

20 Madison Avenue, Morristown, NJ 07960

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Postcard-Front Agent Success Snapshot



2018 Snapshots of Success

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SOLD

123 Main Street, Anytown
\$620,000



SOLD

123 Main Street, Anytown
\$575,000



SOLD

123 Main Street, Anytown
\$475,000



SOLD

123 Main Street, Anytown
\$410,000



SOLD

123 Main Street, Anytown
\$550,000

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Proven performance, trusted experience, a consultative approach and legendary service. That's what you can expect when you entrust me with the sale of your home.

If you're ready to make a move, please contact me. I would be happy to provide you with a comprehensive marketing plan that's customized for you and your home. Plus, you'll get a complimentary home valuation using a very unique and sophisticated tool with specialized knowledge of the residential real estate industry. This in-depth study, called our Price Trend Analysis*, ensures accurate pricing from the beginning of the sales cycle, giving you a more comprehensive analysis than the standard (CMA) Comprehensive Market Analysis. I look forward to telling you more about it! Contact me today!

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Postcard-Front Must-Do Maintenance



Look at Your Home Like a Buyer

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Must-Do Maintenance for a Market-Ready Home

Foundation: Check for proper drainage during rainstorms and keep the soil around your home at a slope to enable optimal drainage.

Roof: Once your roof is ten years old, hire a professional to inspect it every three to five years. Keep it in top form by ensuring your attic is well ventilated and properly insulated.

Termites: Keep wood and mulch away from the outside perimeter of your house. Install

termite monitors for do-it-yourself protection or hire an exterminator for seasonal service.

Drainage: Clean gutters at least twice a year and check downspouts for proper operation. Fix leaks in your home immediately to avoid mold growth and possible remediation costs.

Plumbing: Avoid using harsh chemicals to unclog your drains. Insulate pipes to protect them from winter freezes. Hire a plumber to

clean out sewage lines every few years.

HVAC: Hire a professional to perform yearly maintenance on your furnace and air conditioning system. Replace air filters every three months or as recommended by manufacturers.

Lawn and Garden: Weed and feed your lawn; keep it mowed and watered. Protect trees and plants with mulch.

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A burst pipe. A roof leak. Critters in your attic.

A little routine maintenance can help you avoid catastrophic problems like these that can devalue your property and derail a future home sale. Believe me, I know. As a Weichert Sales Associate, I've advised countless homeowners like you on many simple, low-cost steps and strategies to ensure a simple, stress-free transaction.

If you have any questions about the local market, recent sales activity or how the current supply of homes on the market stacks up against your own, contact me. It would be my pleasure to provide you with an insider's view and a Price Trend Analysis* so you'll get an idea of your home's value in today's market.

I hope to hear from you soon!

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Postcard-Front Renovations That Add Value



Best Return On Investment

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The Home Improvement Projects that Pay You Back

First impressions count—especially when it comes to selling your home. And a recent survey by *Remodel Magazine* confirms this. According to their findings, you'll get the best bang for your buck by taking on relatively affordable exterior updates rather than lavish, interior remodels. Take a look:



Entry Door Replacement (steel)
Cost: \$1,471
Return on investment: 91.3%



Garage Door Replacement (upscale)
Cost: \$3,470
Return on investment: 98.3%



Deck Addition (wood)
Cost: \$10,950
Return on investment: 82.8%



Kitchen Remodel (midrange)
Cost: \$63,829
Return on investment: 59%



Master Suite Addition (midrange)
Cost: \$123,420
Return on investment: 56.6%



Basement Remodel (midrange)
Cost: \$60,000
Return on investment: 70%

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Whether home buyers are looking online or in person, the first image of your home that they are likely to see is the front exterior. If it's not appealing, they may not bother looking beyond it. However, if you can draw potential buyers in with that first glance, you're far more likely to convert them into new homeowners.

Every day, I provide advice like this to my clients. If you're considering a move, the last thing you should do is spend too much to prepare your home for sale, only to learn that your investment dollars were wasted.

Contact me for a complimentary home consultation and market evaluation.

I'll provide you with a comprehensive marketing plan and even conduct a Price Trend Analysis* to help you set the best selling price based on a complete understanding of the local market. I look forward to hearing from you!

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