

What Are Some Tips For Selling A Home Quickly In This Market?

Ira Tamigian

Instinctually, today's buyers begin their home search online. Professional photos, video and social media are the most effective ways to grab their attention. The quality of photos, lighting and angles are top priority. A professional photographer is a must, and professional staging may also be a worthwhile investment.

One of the many benefits of working with a professional Realtor is the marketing expertise and marketing team that come as a package deal. The marketing team and the listing agent will create a marketing strategy that highlights the property's best selling points. Each marketing plan is unique to the home and speaks to a targeted demographic of buyer that will likely be looking for a home that's similar in style, price point and Greenwich neighborhood.

Social media platforms have given brokerages, Realtors and sellers a huge advantage, by expanding the audience and reaching potential buyers who may be short or long distances away — for example, New York City residents might looking for a home in Greenwich, investors or corporate and overseas relocation clients.

Finally, the most important arrows home sellers can have in their quivers is a professional Realtor who leverages all of these marketing strategies and tools. The listing agent should be readily available to field inquiries and offer expedient responses, to work and communicate in a way that's cognizant of how today's buyers want to obtain information about properties and to use technology and digital platforms, such as Facebook, Instagram and Snapchat, to reach the widest pool of potential buyers.

Ira Tamigian,
Sotheby's International Realty,
(203) 536-1391 cell,
ira.tamigian@sothebyshomes.com