

10 Steps to Selling

Your NJ Home

(in the next 30- 90 days)



ALEXPREZIOSIREALESTATE.COM



NEW JERSEY

By Alexandra Preziosi

Introduction

My name is **Alex Preziosi** and I'm a licensed broker-salesperson in Northern New Jersey, servicing clients in Bergen, Essex and Morris counties, primarily, but you can find me all over Jersey – from as North as MetLife Stadium to as South as Long Beach Island, Jersey Shore. I'm the broker manager of our local real estate office in Rutherford, and a strong advocate of the Sonoma Bistro brunch menu (You gotta check it out if you haven't!** This is not a paid endorsement).

Having worked as a licensed realtor for the past six years, my focus has been dedicated to helping homeowners sell their properties swiftly and lucratively. I'm determined to equip sellers with essential insights to navigate this journey seamlessly. I understand the challenges seller's face, from marketing their homes attractively to pricing competitively in order to stand out amidst other listings in the area. Fortunately, my strategies have consistently yielded successful outcomes, ensuring my clients secure favorable deals even in the most competitive scenarios.

By comprehending these critical steps in the selling process, you gain a distinct advantage over other sellers in the market. This guide aims to offer you an optimistic yet pragmatic view of the process, providing actionable steps that can turn your aspiration of selling your home within the next 30-90 days into a tangible reality.

Sincerely,

Alexandra Preziosi, Broker-salesperson
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Testimonials



Olufunke Olushoga
2 reviews

★★★★★ a day ago

Alex worked with my husband and I when we decided to purchase our first home. She was an absolute joy to work with. She made our home buying process as stress free as possible in a very competitive sellers market. She is dedicated to her clients, very knowledgeable, hard working, honest and pays great attention to detail. She takes into account what you want and works to find the perfect home for you.

When it comes to communication, look no further. Weekdays or weekends, Alex is always available. She kept us posted as home listings that met our criteria became available and got us appointments for showings even before the open house!

She is empathetic and compassionate and understands the emotional aspects of buying a home.

We are very happy with our new home. If we had to choose a realtor again, we would choose Alex.

Thank you Alex!

Google Business

★★★★★



Highly likely to recommend | 5.0 ★ [Edit](#)

11/03/2022 - colleenjjameson
Bought a Single Family home in 2022 in Sparta, NJ.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Alex was an absolutely fantastic realtor! From the start of our search- Alex was attentive, responsive, and scouting out spots that we didn't even think of. She guided us through the whole process and ultimately finding us our perfect home. Alex truly knows her stuff when it comes to real estate and I would highly recommend her to anyone I know! 10/10 best realtor around!

 Zillow PREMIER AGENT



"If you are looking for a professional, personable realtor who communicates well, look no further. Alexandra was very patient with us as we navigated the unusual housing market of 2022. Through all the challenges she kept us continually thinking positively throughout the process. It was definitely an advantage having her on our side as first home buyers. I will definitely be using her services in the future!"

same2us
431 The Fenway River Edge, NJ
07661



★★★★★ a day ago **NEW**

Positive: Professionalism

Alex was the perfect realtor for us! She was patient and answered all our questions which eventually led us to our perfect home! Definitely will be using her again and recommending her to others!

 Zillow PREMIER AGENT

Highly likely to recommend | 5.0 ★ [Edit](#)

01/15/2022 - homelessthinker
Bought a Single Family home in 2021 in Nutley, NJ.

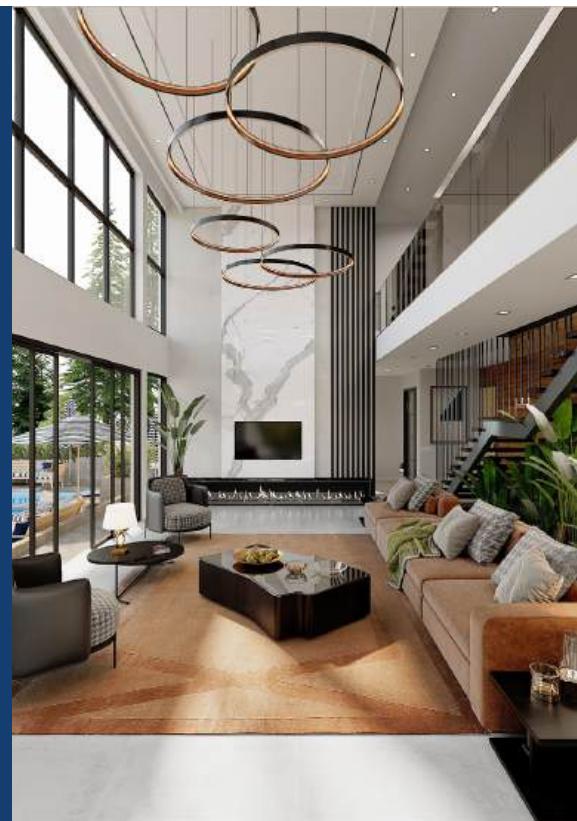
- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Alex was excellent at finding us a home. She knew what we were looking for and our budget and put us in the perfect house. Her patience and knowledge was great, and I would highly recommend!



Curb Appeal Matters:

Enhance your home's exterior—landscaping, painting, and repairs—to make a great first impression. Curb appeal hinges on several key factors: start with a pristine exterior by power washing surfaces, ensuring the lawn is well-manicured, and adding pops of color with fresh flowers or potted plants. Enhance the front door with a fresh coat of paint, update house numbers and lighting fixtures, and consider adding inviting elements like a welcoming doormat or well-placed outdoor seating. Repairing any visible exterior flaws and maintaining a clutter-free, inviting entrance significantly boosts your home's curb appeal, making it instantly attractive to potential buyers. Many of these items to enhance your home's curb appeal are relatively affordable and result in a **HUGE ROI!**



Declutter & Depersonalize:

Clear out personal items and clutter to allow potential buyers to envision themselves in the space. Decluttering is crucial when preparing to sell. Clear countertops, tidy closets, and sparse décor create a sense of space and allow potential buyers to envision their own belongings in the home. The objective here is to enable buyers to visualize the property as their potential future home. Simplifying the space accentuates its best features, inviting buyers to imagine themselves living in the home.

Repair/ Disclose Known Issues

Identify and fix any issues before listing to avoid surprises during negotiations. A pre-sale inspection is a strategic move that can save time and prevent surprises during the selling process. Conducting this inspection, whether formally with a home inspector or more informally with your listing agent or contractor, allows you to identify and address potential issues upfront, giving you the opportunity to make necessary repairs or disclosures. Providing a disclosures regarding past repairs to the property or any known issues to potential buyers can instill confidence and streamline negotiations, often resulting in smoother transactions and potentially even higher offers.

Upgrade Strategically:

Focus on updating key areas like kitchens and bathrooms, as these areas most often yield high returns. Concentrating on key areas like kitchens and bathrooms for minor upgrades can significantly enhance your home's appeal. Simple updates such as fresh paint, new hardware, or modern fixtures can breathe new life into these spaces. Consider minor repairs, like fixing leaks or updating old grout, to present these critical areas in their best light. These minor but strategic improvements often yield substantial returns by boosting the overall attractiveness and perceived value of your home to potential buyers.

Stage Your Home:

Arrange furniture and decor to showcase the best features of your house and make it feel inviting. Staging your home can be a game-changer when it comes to enticing potential buyers. By strategically arranging furniture, decluttering, and adding tasteful decor, staging highlights your home's best features and creates an inviting atmosphere. Where necessary, professional staging can help buyers visualize themselves living in the space, often leading to quicker sales and potentially higher offers.



Work with a Local Real Estate Agent:

Real estate agents have invaluable market knowledge, expertise, and networks to help sell your home at the best price. Partnering with a local real estate agent brings invaluable expertise and market knowledge to the table. Their insights on pricing strategies, local trends, and effective marketing techniques can significantly expedite the selling process. An experienced agent has a network of potential buyers and can navigate negotiations with finesse, ultimately maximizing your home's exposure and ensuring a smoother, more successful sale.

Set the Right Price:

Setting the right price for your home is paramount, and your listing agent is best equipped for helping you to determine the right price for your home in the current market. A realistic and competitive price attracts more interested buyers and can lead to a quicker sale. Pricing too high can deter potential buyers, while pricing too low might undervalue your property. Striking the right balance ensures your home stands out in the market, drawing in serious buyers and increasing the chances of a successful sale.



Professional Photography

High-quality photos attract more online views, increasing the chances of a quick sale. Professional photography is a crucial investment when selling your home. High-quality images capture your property in its best light, making a lasting first impression online. Clear, well-lit photos showcase your home's features and create visual appeal, attracting more potential buyers and increasing the likelihood of showings and offers. This initial step of presenting your home through professional photography sets the stage for a successful sale.

Listing the Home on the MLS

Listing your home on multiple Multiple Listing Services (MLS) expands its visibility to a broader audience of qualified buyers. This strategy increases exposure and attracts more potential buyers from different regions or areas. Working with an agent who can leverage multiple MLS services helps maximize your home's reach, ensuring it's seen by a larger pool of interested and qualified individuals, ultimately enhancing the chances of a quicker and more competitive sale. Our brokerage is a member of 5 MLS services, allowing for the opportunity to have our listings to show 5x more than those listed in just one MLS service. Listing your home on the MLS allows for it to be disbursed throughout the internet on various syndicated websites such as Zillow, Trulia, Realtor.com, etc., giving it MAXIMUM exposure to qualified buyers.

Utilize Technology:

Leveraging technology is key in today's real estate market. Utilizing virtual tours, 3D walkthroughs, or drone footage to showcase your home's unique features. Digital marketing, social media, and online listings expand your reach to a wider pool of potential buyers. Embracing technology not only increases visibility but also allows for convenient and engaging ways for buyers to explore your property, leading to more qualified and interested leads.





Contact

If you or anyone you know are looking to sell a home in New Jersey in the next 30-90 days, please reach out to me via call, text or email!

Alexandra Preziosi

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You can also connect with me:

 **Instagram:** [@alex_presziosi_realtor](https://www.instagram.com/alex_presziosi_realtor)

 **Facebook:** Alex Preziosi - Realtor

 **Google Business:** Alex Preziosi Real Estate

 **LinkedIn:** Alexandra Preziosi

 **Website:** alexpereziosirealestate.com

Hope to have the opportunity to serve as your seller's agent! Enjoy the Free content regardless! Hope it helps!

