

COMPLIMENTARY GUIDE

How to Confidently Sell Your Home for the Highest Price

Why your home didn't sell —
and the exact steps to get
offers, not just viewings.

Don't settle for less.

This booklet is your blueprint to
get it right the second time.

Reza Ghasemizadeh, PhD, REALTOR®

I bring an engineer's precision to
every pricing strategy and negotiation.

LPT Realty | DRE# 02109793

Mobile: 408-912-1000

I'm Here to Help

Your listing expired.

I know how incredibly frustrating that is. You kept the house clean, left for showings, and waited — only to end up right where you started. That's not just disappointing. It's exhausting.

Most agents will tell you they have a "secret strategy." The truth? There are no secrets. Homes sell when three things align: Presentation, Pricing, and Marketing.

I put this booklet together to show you exactly why homes fail to sell and what you must do differently next time. Whether you relist with me, another agent, or wait — please use this guide. My only goal is to help you get the highest possible price for your home.

What This Booklet Covers:

Page 3: CurbAppeal & First Impressions

Page 4: Staging Your Home Like a Showroom

Page 5: Pricing Strategy That Creates Offers

Page 6: Marketing That Moves Homes

Page 7: My Service Guarantee to You

The 3 Reasons Homes Don't Sell:

Presentation

How it looks!

Pricing

What it costs!

Marketing

Who sees it!

Curb Appeal & Presentation

Getting offers, not just viewings

First Impressions *Matter*



Outside the Home:

- ✓ **Maximize curb appeal:** Mow, edge, trim, and add fresh mulch.
- ✓ **Front door pop:** Repaint or clean the door, update the handle, add a plant.
- ✓ **Pressure wash everything:** Driveway, walkway, siding
- ✓ **Outdoor staging matters:** Set up a clean patio set or chairs.

Stage It Like a Showroom

Present your home the way buyers are looking

Present Your Home

— SO BUYERS FALL IN LOVE AT FIRST SIGHT —



Pro Tip:

Homes that are professionally staged may sell faster and for up to 10% more than unstaged homes.

*Source: NAR newsroom. May 6, 2025

Inside the Home:

- ✓ **Declutter mercilessly:** Remove 30% of your furniture. Rooms feel larger.
- ✓ **Depersonalize:** Pack away family photos. Buyers need to see their life there.
- ✓ **Light it up:** Open all blinds, clean windows, match all lightbulb temps.
- ✓ **Neutral scent:** Bake cookies or use subtle diffusers. No heavy perfumes.

Don't Forget the Kitchen & Bathrooms:

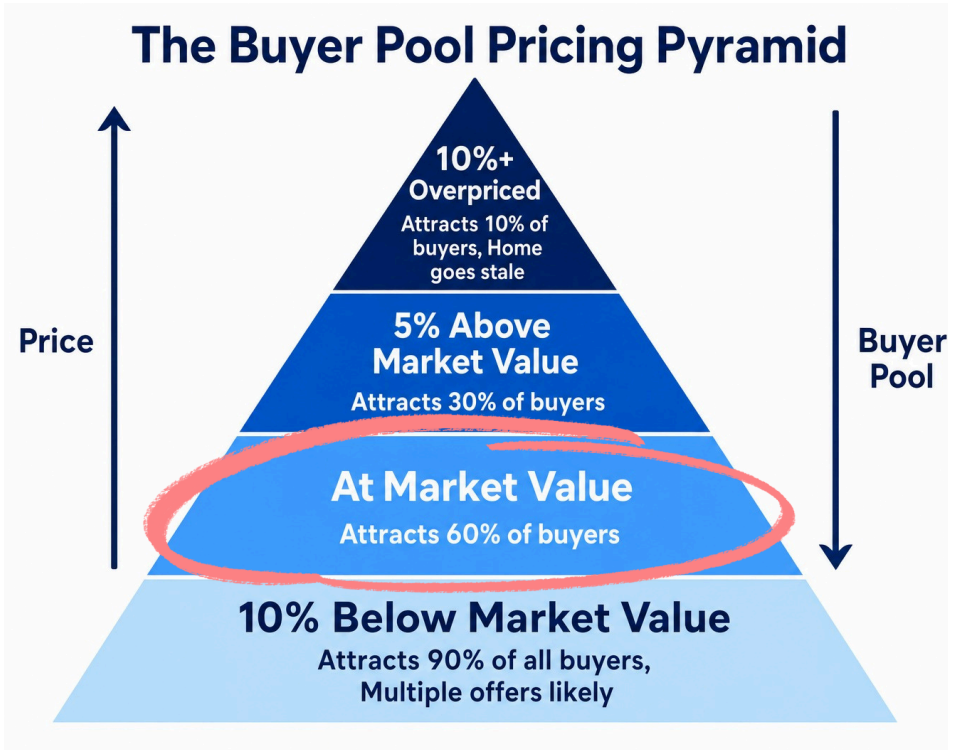
- ✓ **Clear countertops completely:** only a coffee maker is acceptable.
- ✓ **Replace dated hardware:** cabinet pulls make a huge visual impact.
- ✓ **Deep clean grout & caulk:** buyers notice every detail in these rooms.

Pricing Strategy

Price to create demand, not to test the market

Overpricing is the #1 reason homes sit on the market.

Today's buyers are highly educated. They have access to the same data agents do. If a home is priced even 5% too high, buyers will simply wait — or look elsewhere.



The First 2 Weeks Are Critical

If price too high to "test the market," your listing goes stale. Buyers start asking: "What's wrong with it?" Low ball offers follow. Price it right from Day 1.

The Smart Move:

Price at or just below market value to open the floodgates. Multiple offers drive the price up for you.

Marketing That Moves Homes

Who is actually seeing your home?

The MLS alone is not a marketing strategy.

Putting a sign in the yard and listing on the MLS is the bare minimum. To get top dollar, your home needs to be everywhere buyers are looking — before they even search.

Where Buyers Are Finding Homes

1



Professional Photography

First impressions happen online

2



Video & 3D Tours

Buyers tour before they visit

3



Targeted Digital Ads

Your home finds the right buyer

4



MLS + 200+ Websites

Maximum market exposure

Professional Photography is Non-Negotiable

Buyers swipe thru listings like a dating app. The photos must make them stop. Cell phone pics may cost you thousands in lost offers.

My Marketing Commitment to You:

- ✓ Professional photography & video included
- ✓ 3D virtual tour for out-of-town buyers
- ✓ Targeted Facebook & Instagram ad campaigns
- ✓ Featured placement on Zillow, Redfin & Realtor.com

My Service Guarantee

I put my money where my mouth is



- 1 The Performance Guarantee ***
If I don't sell your home at or above the agreed-upon market value, I will cut my commission in half. Period.
- 2 Upfront Investment ***
I pay for your pre-listing appraisal & home inspection upfront — reimbursed from closing. No surprises for buyers.
- 3 Communication Promise**
You receive a weekly written update. If you don't hear from me, you can cancel your listing agreement on the spot.
- 4 Cancel Anytime Clause**
Not satisfied with my service? Cancel at any time, no penalties, no questions asked.

* Subject to California DRE regulations and mutual written agreement on initial listing price. Commission adjustments are negotiable and must be documented in the listing agreement.

Don't Let Your Home Sit Unsold Twice.

Read more on my website:

<https://soldbyreza.com>



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Call/Text:

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