

What are three essential steps when selling your home?

By Linda Filby

It's a seller's market! There is pent up demand and inventory is scarce. The pandemic has sped up the flight to the suburbs and with mortgage rates historically low, our New York City buyers are looking aggressively. Larchmont is an admired and popular suburban choice and has historically always been a home search destination. Competitive bidding is commonplace, as are homes under contract within a week of listing. Properties and timelines are moving fast. All the market data points to the fact that it is a great time to sell! In 2018, I created The Linda Filby Team (LFT), which has grown to an arsenal of top-quality agents. Joining forces with Compass has provided my clients with an enhanced platform of tools and systems to provide sellers unparalleled exposure, network, and technology. If you are just beginning to think about a sale, here is my advice for the three essential steps to success.

#1 - Set up your home to look and feel the BEST it can be. Do this with artful staging, decluttering, painting, landscaping, deep cleaning, and even installing new kitchen appliances or countertops! Compass believes so strongly in the importance of prepping a home for sale that they developed an amazing program known as Compass Concierge: a way to transform



your home with zero upfront costs and zero interest. The entire process is built with speed in mind and to ensure a quick and profitable sale.

#2 - Hire an agent that will provide high-end photography & video to create the foundation of your marketing plan. Your home must be positioned in its best light to capture prospective buyers, so photography and video are important in marketing and showcasing your home. In this digital age, when buyers are following the housing market online, beautiful photographs and a captivating video/virtual home tour are a MUST. Think of it like online dating for homes; if a buyer doesn't like what they see online, they will not want a date with your home! At LFT, I act as the art director for every home photo shoot. I work closely

with photographers to set up, accessorize, and maximize each shot. We also have an exclusive warehouse of furniture and home accessories used to style and merchandise our photos shoots, and we also staff an in-house video and photographer editor.

#3 - Price your home accurately. Pricing is an art, and not a science! It is more than the numbers, and with experience and deep market knowledge threading the pricing needle just right is ensured. Land, square footage, recent

updates, amenities, location, school district etc... all these factors are considered and analyzed. I have been so impressed here at Compass with their state-of-the-art technology and analytic pricing tools. It makes the process of pricing a home more interactive, tangible, collaborative and successful!

If you are curious about how you would need to stage your home or price your home to sell in this market, please reach out to me for a confidential consultation. These three steps are critical in achieving your goal of realizing the highest possible price and having a smooth and quick sale process. The buyers are out there looking, and your unique and beloved home may be exactly what they want!

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