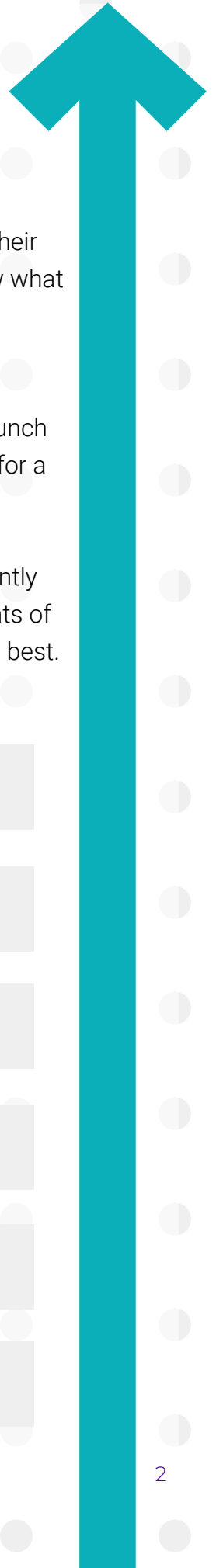


SECRETS  
OF THE   
**UPSELL**<sup>®</sup>  
PLATFORM



# SECRETS OF THE UPSSELL® PLATFORM



The home selling process is more complicated than ever, and sellers are the ones taking the most heat. Their homes are often frozen on the market, gathering dust and attracting low-ball offers. Thus they do not move on to their next adventure, which leaves them two choices: settle for a price well below what they deserve, or remain stuck in a home that does not fit their new lifestyle.

You should not have to settle for less than what your one-of-a-kind home deserves. With the game-changing UPSell® Platform, you can proactively launch your home into the market, showcase it in front of the right buyers and sell for a price that reflects full current market value.

The UPSell® Platform is a Turner & Rudd Group exclusive, and it is permanently altering the home selling process. Below, we will outline the six core elements of our signature process and how each will showcase your unique home at its best.

**U**

*Unique Selling Proposition*

**P**

*Pivotal Photography*

**S**

*Stage It To Shine*

**E**

*Eclipse The Competition*

**L**

*LogON For More Exposure*

**L**

*Launch Onto The Market*

# UNIQUE SELLING PROPOSITION

Your home is one of a kind. Using our in-depth knowledge of what buyers are longing for, we explore the special magic of your home and select the top two to three unique selling propositions. These benefits become the foundation for every other aspect of your home's marketing.



In a Multiple Listing Service (MLS), you only get so many words to capture a buyer's attention. With your home's unique selling proposition at the heart of the listing, we craft strong lead sentences and home descriptions. We have learned from Google professionals what words trigger buyer response. These targeted keywords evoke meaning and imagination in buyers looking for their dream home. We do not simply write words—we write meticulous sales copy to get you results.

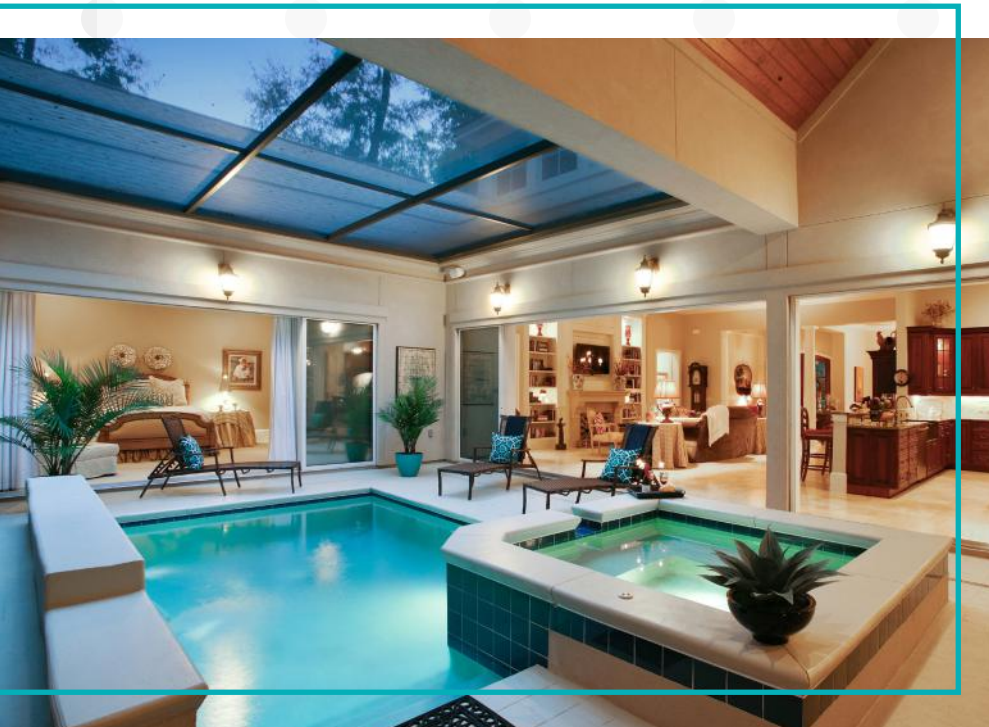


*These targeted keywords evoke meaning and imagination in buyers looking for their dream home.*

# **P**IVOTAL PHOTOGRAPHY

Because over 90% of home buyers start their search on the Internet, photography is the most influential element to attract buyers. We hold an extremely high standard for photography and will only allow the best visual representation of your home. For your home, we contract with professional photographers who specialize in upscale High Dynamic Range (HDR) real estate photography. What a difference professionals make!

We meet with the photographers at your residence to ensure each image captures the story your unique home is telling. We make certain your home shows at its best—morning, evening, high tide, drone, twilight, vinette lifestyle—whatever it takes to capture the buyers' attention so they cannot wait to come see what makes your home so special.



***Over 90% of home buyers start their search on the Internet.***



# S TAGE IT TO SHINE

Great staging creates a foundation for great photography. Everything about the appearance of your home, inside and out, is assessed and a plan is enacted to ensure it is represented at its best. It may be as small as decluttering a shelf, or it may require a little more elbow grease: cleaning out a garage, landscaping, or repainting. Whatever it takes, we guide you to highlight features that attract buyers and minimize anything that could detract. We can even virtually stage an empty house!

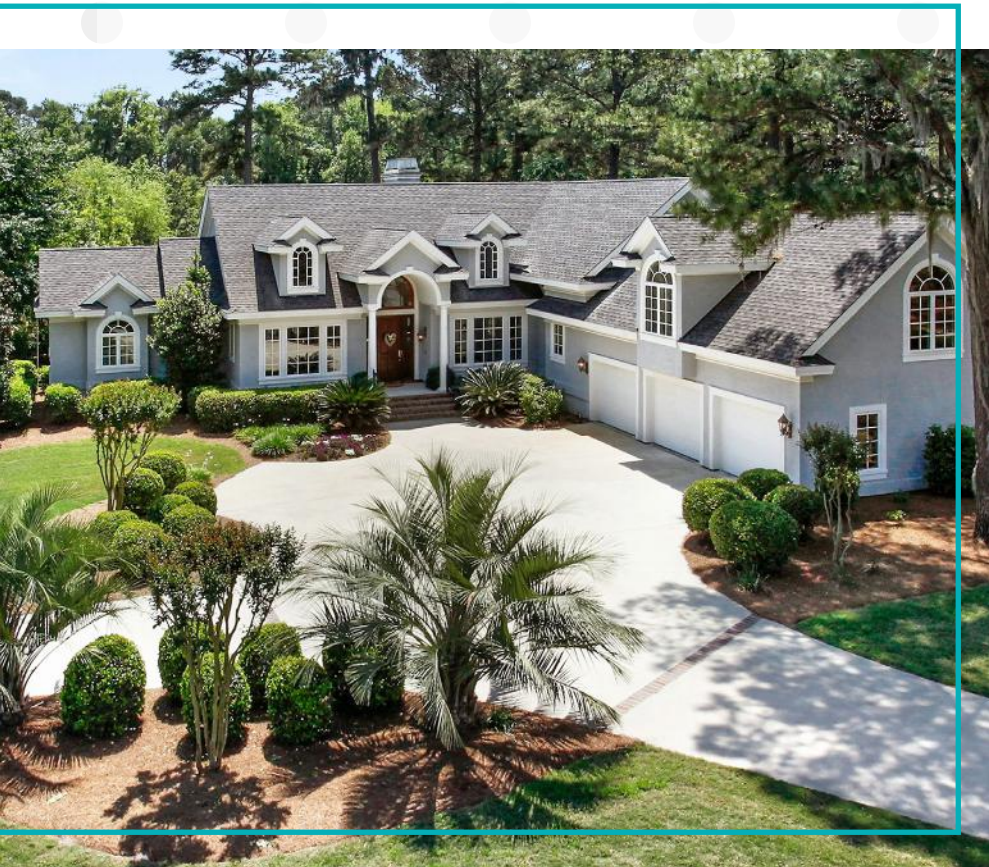
Our staging process has proven results. Some of our clients worked with other agents and their homes spent years on the market. But after applying our staging expertise, their home sold in short order. We want this experience for you.



# ECLIPSE THE COMPETITION

All the elements we utilize are critical in selling your home. Pricing is paramount. Listing within current market value from the get-go inevitably gets a higher price every time. Additionally, we know the psychology of what buyers are looking for and target it with intention. We out-think and out-work your competition.

Using a meticulously crafted headline, enticing copy, and dazzling photography, your triple-threat unique selling proposition is specifically designed to bring buyers to your door. The science and unparalleled experience behind the strategy ensure your home will spark excitement and buyers will beg to see it in person.



*Listing within current market value from the get-go inevitably gets a higher price every time.*





# LOGON FOR MORE EXPOSURE

If staging and photography are the heart of selling your home, LogOn (our Local & Global Online Network) is the brain. Selling your home means finding the right buyer. To make this happen—and happen fast—we aggressively market your home using LogON to get your home noticed by more Internet-savvy buyers than anyone else. Since over 90% of buyers search online, LogON is the marketing science behind finding those buyers.

Your home's perfectly crafted cover photo, headline and MLS description are showcased using search engine optimized language on over 1,000 websites to buyers across the globe. This unprecedented level of exposure ensures your home finds the right buyer at the right time for the right price.



**Get your home noticed by more Internet-savvy buyers than anyone else.**

# L LAUNCH ONTO THE MARKET

You never get a second chance to make a first impression, which is why we launch your home when the staging and photography are excellent—and not a moment before. We ensure that every detail of your listing is spot on and satisfactory before we take it online.

***It is our job to be picky on your behalf.*** If the photos are not up to our standards, we make the photographer come back to get the shot just right. Every piece of copy written and every photo selected is tailored to support the unique selling proposition of your home, delivering a complete narrative that will close the deal with your perfect buyer.





# UPSell<sup>®</sup> YOUR HOME AND TRANSFORM YOUR LIFE

Selling your high-end, one-of-a-kind home can be a challenge. The Turner & Rudd Group makes the process simple and stress-free so you can focus on moving onto your next adventure.

Using our exclusive UPSell<sup>®</sup> Process, our team of best-in-class Realtors<sup>®</sup> will launch your home onto the market so you can outshine the competition and sell for a price that reflects the true value of your home. We are dedicated to treating each client like our only client, and we will go above and beyond to give your home the time and attention it deserves.

With this robust marketing strategy, you can ensure your home selling is a home run. Give us a call today to UPSell<sup>®</sup> your home and start living the life you have always dreamed of.

*Give us a call today to UPSell<sup>®</sup> your home and start living the life you have always dreamed of.*

**GIVE US A CALL**



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