






HOME SELLING GUIDE: **MARKETING YOUR HOME**

Selling a home in Sacramento calls for a strategic marketing approach to ensure it stands out in the bustling real estate market. By employing our blend of traditional and advanced marketing tactics, homeowners can attract the right buyers and maximize their home's value.

From pricing your home correctly, which involves market research and understanding current trends, to maximizing curb appeal with creative landscaping, every step is crucial in crafting a compelling property listing.

Staging is equally important, transforming your home into a neutral space where buyers can imagine living. Professional photography and virtual tours enhance the home's presentation, increasing its attractiveness. Leveraging Coldwell Banker's brokerage exclusives and global marketing platforms significantly bolsters your home's visibility, reaching potential buyers near and far.



-  Pricing is key: Set the right price by researching market trends.
-  Enhance curb appeal: Use creative landscaping.
-  Effective staging: Transform your home into a neutral, inviting space.
-  Quality imagery: Use professional photography and virtual tours.
-  Global reach: Coldwell Banker's platforms gain broad exposure.



Kellogg Family Real Estate Team
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Not intended as a solicitation if your property is already listed by another broker.

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