

# Seller Advantage



## INFORMED SELLERS CAN MAKE BETTER DECISIONS

**It often comes down to simple math: The more people who see a listing, the greater the chances for a fair and timely sale of the property.**

Berkshire Hathaway HomeServices employs one of the industry's most comprehensive strategies ensuring maximum exposure of a property to buyers searching in your area.

Seller Advantage also provides sellers with an overview of the competitive selling landscape to help them – and you – make strategic pricing decisions to quickly sell their home at an agreeable price.

### LISTING PRESENTATION REPORT

Berkshire Hathaway HomeServices' Seller Advantage program gives sellers sound information and decision-making tools throughout the home-sale process.

Our **Listing Presentation Report** will show you exactly how many potential buyers are searching a specific neighborhood for homes similar to theirs.

### LISTING ACTIVITY REPORT

Further, once a homeowner has listed a home with you - a Berkshire Hathaway HomeServices agent - he/she will receive our **Listing Activity Report** detailing how many times their home has appeared in potential buyers' search results and how many times their listing has been viewed.



### MARKET ACTIVITY REPORT

Perhaps a homeowner is not ready to sell, but would like a sense of buyer interest in their neighborhood and in homes like theirs. Regularly, the **Market Activity Report** will show them just how many people are searching in their neighborhood for a home like theirs. They'll also gain specific market updates including new listings, price changes and status changes.

Such comprehensive information, combined with the guidance of you, as their Berkshire Hathaway HomeServices agent, gives them unmatched advantages as they list and sell their home.



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*Good to know.®*