

Sold At First Sight

Scenario

Small Group Discussion

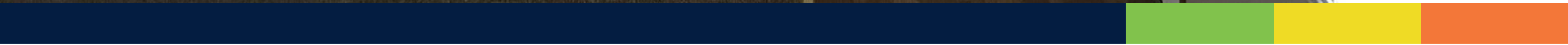
Create a one-month plan that would make a significant improvement in this home and community's first impression. Consider all the following

- What physical improvements are needed in the home and community?
- What changes does your team need to make in their approach?
- Which aspects can you tackle in that time frame and what would have to be put off?
- What should be addressed first?

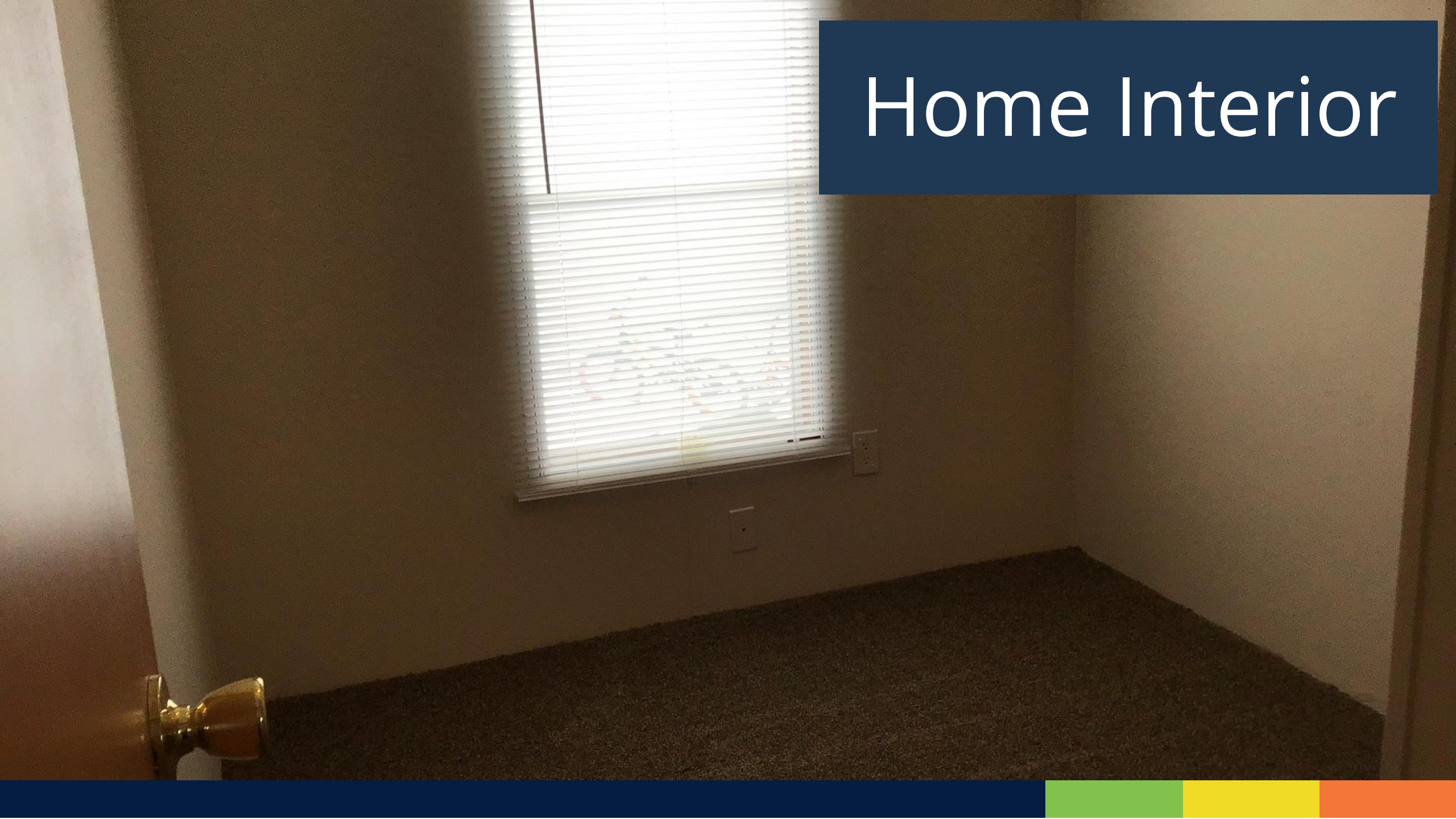
Home Exterior



Home Interior



Home Interior



Home Interior



Your Community's Market Walk



Your Community's Market Walk



Your Community's Market Walk



The Office



A Typical
LeaseHawk
Call with
Your Team

Small Group Discussion

Create a one-month plan that would make a significant improvement in this home and community's first impression. Consider all the following

- What physical improvements are needed in the home and community?
- What changes does your team need to make in their approach?
- Which aspects can you tackle in that time frame and what would have to be put off?
- What should be addressed first?

SOLD AT FIRST SIGHT

Make the most of first impressions for your homes,
marketing, community, and team



Home Exterior

- No trash, debris or pet waste
- Landscaping in good condition (lawn in summer/ snow in winter)
- Home is power washed
- Safe steps and handrail
- Door and storm door in good condition (oil hinges so no squeak!)
- Skirting and shutters in good condition
- Shed in good condition



Home Interior

- Clean interior (including drawers and cabinets)
- Fresh and clean scent
- Fresh vacuum lines in carpet
- Comfortable HVAC
- Lights on
- Blinds partially open



Marketing Photographs

- Remove clutter
- Maximize natural light
- Use artificial light if needed
- Use panorama mode
- Toilet hidden or seat down
- Shower curtain closed
- Shoot exterior from an angle



Community

- Appealing entryway with clear signage
- Banners, signs, etc. in good condition
- Free of trash throughout
- Appropriate snow removal/landscaping
- Clean/stocked public bathrooms



TEAM

- Professional appearance
- Warm greeting smile for visitors/residents
- Make a connection to visitors, don't just answer questions

See Sun University and
the Knowledge Base for
more information

For Internal Use Only





ELEVATE

TOGETHER AS ONE

SUN

