

# A Guide to Selling

**VUTECH | RUFF**

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# Give Yourself the Team Advantage

The Vutech | Ruff Team strives to ensure you receive personalized, expert service throughout your experience. Our unique team structure allows agents the time and flexibility to do what they do best – work directly with YOU, the client! Our full-time administrative staff is focused on each and every detail of the process, from day one of listing your home to a successful closing. Each team member is educated and experienced in their field of specialty, providing outstanding service to both Buyers and Sellers while maintaining the highest level of professionalism, service, and client satisfaction.

## **Our Real Estate Consultants**

Professional Photographers  
Aerial Photographers  
Videographers  
Staging Companies

## **Our Administrative Staff**

Listing Coordinator  
Closing Coordinator  
Marketing Coordinator  
Couriers/"Runners"

Take advantage of our curated experts in every area of your real estate transaction from our talented sales agents, state-of-the-art technology, support of our full-time administrative staff, personalized marketing for your specific home or property, and continuing education through the Columbus Board of REALTORS® (CBR), Ohio Association of REALTORS® (OAR), and Corcoran Global Living.

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# Marilyn Vutech

## REALTOR®



**E: [marilyn.vutech@corcorangl.com](mailto:marilyn.vutech@corcorangl.com)**  
**C: 614.296.6866**

Marilyn began her career in 1986 with Brunner REALTORS® and has a passion for working with Buyers and Sellers in both the downtown and suburban markets. She, along with her husband, Jim and daughters, Emily and Anna, lived in German Village for 13 years but now reside in Southern Delaware County. In her free time she gardens, cycles (riding in the past 10 years of Pelotonia!), keeps honey bees and chickens and often travels to Chicago and Oakland, CA respectively to visit her daughters, Emily and Anna, both residential real estate agents in their markets.

# Jeff Ruff

## REALTOR®



**E: [jeffery.ruff@corcorangl.com](mailto:jeffery.ruff@corcorangl.com)**  
**C: 614.325.0022**

Jeff started with Brunner REALTORS® in 1990. He gets great joy from both the ongoing friendships with clients and introducing out-of-town Buyers to Columbus. He resided in German Village for over 25 years before pursuing his passion as a horseman, showing and training horses. He also enjoys being a gentleman farmer along with his life partner, Roy, in New Albany.

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# Jacquie Fadel

## REALTOR®



**E: [jacquie.fadel@corcorangl.com](mailto:jacquie.fadel@corcorangl.com)**  
**C: 614.361.5055**

Jacquie has over twenty years of experience and joined the team in 2003. A Columbus native and former resident of German Village, her resume stretches beyond real estate into marketing, advertising, and property management in both the suburban and urban areas of the city. Jacquie also serves on the Architectural Review Board for Stepping Stone, an equestrian community in Blacklick where she currently resides.

# Torri Carey

## REALTOR®



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**C: 614.361.4790**

Torri loves working with both Buyers and Sellers to accomplish their real estate goals. She is hard working, loyal and a wonderful collaborator with clients valuing the trust those clients place in her. Torri has been a licensed REALTOR® since 2000 and those years of service have taught her to listen closely to her clients and fine tune those conversations into effective strategies for house hunting and selling. She offers creative plans on how to navigate challenging markets and works alongside clients to solve issues and find compromises while achieving her clients' goals. Torri is also a wife, a mother of 2 adult children and a new grandmother. She is a lover of nature and enjoys hiking, fishing and exploring her favorite place, the Great Smoky Mountains. Torri is also an animal advocate and has been involved with Columbus Humane for many years.



# Terri Dickey

## REALTOR®



E: [terri.dickey@corcorangl.com](mailto:terri.dickey@corcorangl.com)  
C: 614.657.9035

Terri joined the team in 2009 and takes pleasure in introducing new residents and first-time Buyers to the unique lifestyle offered in German Village. She has over 40 years of experience and is a long-time German Village resident. Away from work, she has served on the Society Board of Trustees, headed Haus & Garden Tour and participated in almost every German Village Society activity.

# Kate Giller

## REALTOR®



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C: 614.580.8904

Kate specializes in residential properties throughout Central Ohio. She and her husband live in Bexley in the home where they raised their 3 adult children. When she is not selling real estate, she loves to work out or host friends at their house. Kate has served on the board of Columbus School for Girls and the Burt Lake Cottagers Association in Michigan. She is also an experienced renovator, having renovated two homes in Bexley and one in Michigan. Kate is an active participant and supporter of Pelotonia, having ridden 80 or more miles every year and occasionally riding all 200 miles.

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# Jennifer Williams

REALTOR®



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C: 614.271.0407

With over a decade of real estate experience, Jennifer Williams is a tireless champion for her client needs and strives to be the number one resource they have when deciding to buy or sell a home. As an Ohio native, she enjoyed a successful sales career for over 15 years with several Fortune 100 companies in New York City before relocating to Columbus with her husband. Her corporate background has allowed her to combine her negotiation skills and business strategy experience with strong market knowledge and communication style for a winning combination that directly benefits her clients in this competitive market. She has earned both her CRS, Certified Residential Specialist, and MRP, Military Relocation Professional, designations as well and truly enjoys helping clients explore new neighborhoods and experience all the wonderful diverse history and lifestyle amenities available in the Greater Columbus area. Her greatest professional achievement, however, is having the confidence that her clients enjoy a positive experience based on the referral and repeat business she receives. Outside of work, she lives in Granville with her husband, twins and Bernedoodle named Reggie. She loves testing her culinary skills in the kitchen and scouring local barn sales for first edition books and vintage art. And, of course, she is a huge fan of home renovations and all things HGTV!

# Brooks Anderson

REALTOR®



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C: 614.266.6439

Brooks Anderson joined the team in 2014. Raised in German Village and Bexley, he loves to share his enthusiasm for Columbus and its neighborhoods, new builds, new developments, and new restaurants with both local and relocating buyers. Brooks works with urban and suburban clients and enjoys working with traditional sales and investments/flips. His 10 years of hospitality and sales experience (six in Denver, four in Chicago) will help you through the entire process in a fun, service driven, and personal way. Outside of work, he enjoys time with his wife and young son in New Albany, is an avid cook, and sports fan including the Columbus Crew.

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# Sarah Abbitt

## REALTOR®



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C: 614.579.3551

Sarah's love for real estate started at a young age. Starting at the age of 3, Sarah's family relocated from Ohio to Wisconsin. Several state moves followed as Sarah's passion for real estate grew. Sarah's background stems from an extensive background in business negotiations and positioning. She obtained her Bachelor's in Business from Franklin University. She assisted in the merger of three multi-million-dollar companies, wearing several different hats in the process. Her previous work experiences in Business have contributed to Sarah's success in real estate. Sarah loves working with individuals on the buying, selling, and investing fronts and cherishes every relationship developed along the way. Sarah resides in Grove City with her husband, Matthew, two children, Tegan and Scarlett, and three fur babies, Sophie, Luna and Nova.

# Jacquie Goumas Fox

## REALTOR®



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C: 740.507.5485

Unlike most every other REALTORS®, Jacquie has not had a long and storied career outside of the real estate industry. She started in residential real estate in 1985, where she hit a million dollars in sales after her first full year. In 1989, she moved into the commercial side of the equation, working in sales/leasing and marketing projects for a Columbus based developer. In the mid 1990's she jumped to the Title Insurance and Escrow side of our industry where she enjoyed a sixteen year career owning and operating one of the most successful title agencies in Central Ohio. In 2010, she came back into residential real estate sales, where in truth her heart has always been. So as you can see, Real Estate has been in her blood for some 31 years – some say she needs a transfusion!

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# Emily Knoppe

## REALTOR®



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Emily Knoppe is a different kind of Real Estate Agent. A Worthington native and former resident of downtown Columbus' Discovery District, Emily leverages her degree in Interior Design from The Ohio State University with her Real Estate License to provide clients an in-depth knowledge of where, why and how to locate their home or business. Her passion for how people choose and use their living and working space stems from her specialized education and years of successfully meeting client needs in the Real Estate and design field.

# Kate Sanders

## REALTOR®



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Kate spent several years in business-to-business sales before finding her niche in the real estate industry. Although she has experience selling in all of the Columbus neighborhoods, Kate specializes in the downtown and surrounding areas. Kate prides herself in providing all of her clients with exceptional service and loves using her knowledge of the market to help both new and experienced Buyers navigate through what can sometimes be the daunting process of homebuying. A resident of Victorian Village, she enjoys spending her free time reading, traveling, and taking advantage of the convenience and many benefits of urban living!

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# Susie Pattison

## REALTOR®



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Susie is a Columbus native who is passionate about our growing, thriving community. Having lived and worked in numerous areas of the city, she has a strong understanding of both downtown and suburban living. Her Management and Entrepreneurship degrees from Miami University, paired with six years in retail construction finance and eight years in the non-profit sector, give her a well-rounded approach to the buying and selling process.

Susie resides in Upper Arlington and enjoys experiencing the many assets our city has to offer with her husband and twin daughters. Outside of work, you can find her frequenting new local restaurants, exploring parks with her girls, and spending as much time as possible outdoors.

# Edward Searle

## REALTOR®



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Edward was born and raised in England and moved to Columbus in 2010 where he resides with his husband and their 3 Boston Terriers. Ed's mission is to always make real estate an enjoyable experience. If you work with him, you are guaranteed to have fun along the way! Edward is a recipient of many awards, including the Columbus Realtors President's Commitment Award for Outstanding Sales. An interesting fact about Ed - he is a former World Irish Dancing Champion and toured the world with various Irish dancing shows, the world famous 'Riverdance' being one of them. Ed loves to travel (London, Paris and Las Vegas are his favorite spots), cook and meet new people. He also has a keen interest in visiting and learning about historic neighborhoods, those locally such as German Village, and those afar, Georgetown in DC and the Cotswolds in the UK. Call Ed if you are looking for a hardworking, honest, and dedicated REALTOR® to help you achieve your real estate goals.

# Jim Vutech

## REALTOR®



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C: 614.260.6601

Jim's focus is helping Buyers find residential land and recreational property within a 50 mile radius of Columbus. If you're looking for a homesite, a retreat or farmland, Jim can help.

A former advertising executive, Jim also has experience and interest in the historic preservation of buildings (especially barns) and enjoys the creativity involved in his "Mantique" business.

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# Tiffani Skarloken



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As the Closing Coordinator for the Vutech | Ruff Team, Tiffani has over 10 years real estate experience as well as extensive experience in mortgage lending and title work. Tiffani and her husband live on the northeast side of Columbus with their dogs Sofie and Gracie. Tiffani's son, Christian, lives in Columbus and also works in the real estate industry. In her spare time, she loves spending time with family and friends.

# Rachel Hamilton



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Rachel serves as the Listing Coordinator and has over 10 years of real estate experience. The Chicago native's background includes sales, contract processing, and property management. She graduated from The Ohio State University with a degree in English and resides on the east side with her husband and two dogs. The lifelong Cubs fan still can't believe she witnessed a World Series trophy being brought back to Wrigley.

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# Morgan Woods



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Morgan Woods joined the Vutech | Ruff Team as Marketing Coordinator in 2015. Her previous experience includes marketing for an independent publishing company and a Dermatology office. Born in German Village and raised in Powell, Morgan graduated from THE Ohio State University with a bachelor's degree in English. She currently resides in Grandview with her Australian Shepherd, Khaleesi.

# Greg Collins



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Greg joined the Vutech | Ruff Team as the Logistics Coordinator in 2018. He formerly worked as a freelance copywriter and editor for companies as small as a two-man startup and as large as Nationwide Insurance. Greg earned an English degree from the University of Kentucky where he studied Creative Writing. He still enjoys screenwriting, acting and producing short films.

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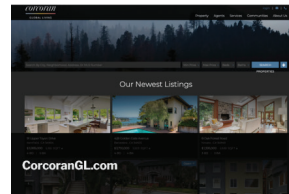
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# Marketing your property: the CGL difference

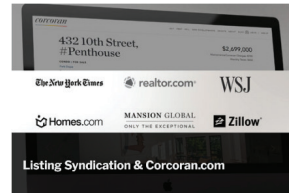
Founded on the principle of putting people first, Corcoran Global Living is well positioned to provide exceptional service to its very loyal customer base, with more than 2,600 dedicated, professional agents and a total sales volume over \$9 billion (2020). With a forward-thinking leadership team with deep roots in real estate and notable private investment backing, Corcoran Global Living is poised for exponential growth. From luxury homes and income properties to vacation getaways and first-time homes, Corcoran Global Living has the experience, insight and expertise to achieve and surpass clients' highest expectations.

Corcoran Global Living has cultivated itself as a destination company for a wide cross-section of agents and staff, with various types of life experiences and skills that strengthen our collaborative environment. Our Top Producers are some of the very best REALTORS® in the country and are provided with a complete suite of innovative tools, staff support, training and guidance to help provide the best marketing and support to Sellers, including, but not limited to:



## **CORCORANGL.COM**

Fine-tuned to unique market areas, the CGL website features hyper local content, intuitive property search and a 24/7 LiveChat to ensure no question goes unanswered.



## **LISTING SYNDICATION & CORCORAN.COM**

In addition to visibility on both corcorangl.com and corcorang.com, listings are distributed to 100+ high-quality national and international sites to maximize exposure around the globe.



## **ONLINE LISTING ACTIVITY REPORT**

Allows agents to send detailed reports to keep Sellers updated on listing activity.



## **MARKETING DESIGN CENTER**

Creates beautifully designed, professional marketing materials for all listings.

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Clients working with Corcoran Global Living can expect unprecedented support, innovative processes, a hands-on approach, and access to our attentive, local and knowledgeable agents who are empowered by proprietary market intelligence, unmatched resources and expansive networking.



# How long will it take to sell my home?

How long will it take to sell? That is the question, isn't it! There are three main factors that affect a property's time on the market: location, condition and price.

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## LOCATION

Location is the one thing you cannot control in the home selling process. In conjunction with condition and price, people choose a home based on the location and accessibility of the property.

In many cases, homes will sell faster in desirable neighborhoods because the demand is high. Take into consideration what the demand is to live in your neighborhood. Your REALTOR® can provide information on yours and surrounding neighborhoods to help you assess this factor.

## CONDITION

The condition of your property is also a major contributing factor to the time it will take to sell. When evaluating a home, buyers will first assess the structural condition of items such as walls, ceilings, floors, doors and windows. They will want plumbing, electricity, HVAC and the roof/gutter systems to work efficiently. They will also consider finish quality such as paint, carpet and floor coverings.

The front and back yards should be in reasonably good shape. If there is major damage or deterioration to any of these items, buyers will likely hesitate in making an offer. Discuss ways to cosmetically improve your home for a more rapid sale with your real estate professional.

## PRICE

Pricing your property to sell in the current market is absolutely crucial. Obviously, the condition and location of your property should be major considerations when deciding on a price. If your home is priced too high, it will likely remain on the market longer, resulting in a lower final sales price. Your REALTOR® can guide you on appropriately pricing your property for the shortest listing time with maximum profits.

There are several additional factors that can affect the speed of a sale including:

- Local supply and demand
- Marketing
- Closing terms

Is there a surplus of homes for sale in your area? Are technology tools and networking resources being utilized to market your property? Are your closing terms favorable to buyers? The right REALTOR® will be able to coach you in dealing with each of these things to ensure the quickest possible sale.

Unfortunately, there is no magic time frame when it comes to selling real estate. Some properties sell before a sign hits the front yard, and others may sit for months before the first offer comes in. Your REALTOR® can provide you with the average days on the market for properties that have recently sold in your neighborhood; however it is important to remember that the variables affecting this data are not detailed in these comparables. Your REALTOR® will most likely have viewed a majority of the properties included in the comparables and can give you a better idea of why a specific property sold in the time frame recorded.

Do not get discouraged if a sale takes longer than you anticipated. Instead, try to analyze the reasons your property is not selling and ask your REALTOR® what you can do to facilitate the process.

This information is meant as a guide. Although deemed reliable, information may not be accurate for your specific market or property type. Please consult a professional REALTOR® for more information on selling your individual property.

# I'm thinking about selling. What is my home worth?

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## WHAT AFFECTS HOME VALUES

In today's ever-moving market, home values fluctuate based on a number of factors.

These include:

- The current interest rate.
- The state of the economy local, nationally and worldwide.
- The neighborhood/location of home.
- The status of maintenance on your home (exterior and interior) .
- The appeal to current buyer needs and lifestyle trends.

With so many different influences on home value, it's important to seek the counsel of a REALTOR® to determine an accurate value for your home.

## HOW A REALTOR® DETERMINES HOME VALUE

1. The first thing that a REALTOR® will do is assess the overall condition of your home. Any damage or deferred maintenance will be taken into account.
2. Next, the REALTOR® will create a list of similar houses that have sold in your neighborhood. This list will help establish a picture of the current market and create a baseline for your home's value.
3. Your REALTOR® will also take current listings into consideration, to determine the overall competitiveness of your listing. If there are many listings similar to yours on the market, the price may need to be adjusted so your home can compete.
4. Aside from assessing the current value of your home, your REALTOR® will also make suggestions for things you can do to raise that value. Often, taking care of small repairs that have been put off can pay dividends when it comes time to sell.
5. Lastly, your REALTOR® can also help you navigate many of the misconceptions about real estate values perpetuated by sites like Zillow and Trulia.

## WHY COMPUTER-GENERATED HOME VALUE ESTIMATES ARE OFTEN INACCURATE

Online value estimates from sites like Zillow or Trulia are generated by computer programs, not people. While they can be a good starting point, they need to be taken with a grain of salt—these algorithms are incapable of taking into account things like neighborhoods, home style, repairs or improvements, and the status of the current market. Since sometimes a computer-generated analysis can be extremely inaccurate, it's important to have your home evaluated by a professional REALTOR® to get an accurate value.

Your REALTOR® will help you create a “story” for your home. In today's hyper-connected world, selling a lifestyle, instead of just a building, is the best way for your home to stand out.

Staging your home will make sure that buyers get the best possible first impression. Whether this means rearranging furniture, decorating, or re-painting, your REALTOR® will guide you every step of the way.

Decluttering and packing up excess items will help your home seem more spacious and will photograph better.

Increasing curb appeal can also raise the value of your home. Simply making sure that the exterior of your home is clean and welcoming can make a large difference.

It's important to remember that, in the end, your home's value is determined by only one thing: what a buyer is willing to pay for it.



# For Sale

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# Pricing your property to get it sold.

## COMPARATIVE MARKET ANALYSIS

As part of the Property Selling System, our Comparative Market Analysis will also help establish a realistic price range for your property, but you determine the actual listing price.

To get the best price possible for your property, some of the things we need to know include:

- What you feel a buyer will pay for your property
- How soon you need the property to sell
- How you want to position your property by the asking price

## MARKET ANALYSIS EXPLANATION

The correct selling price of a home is the highest price that the current market will bear. To assist you in determining the correct asking price, we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specifically prepared for you over the last few days. This comprehensive property analysis is divided into four categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that have sales pending
4. Similar properties that failed to sell

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property. By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing or overpricing the property.

Looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your property. This bank appraisal is a critical consideration in establishing a "best" list price for your home..

Doing our homework diligently helps us get the maximum dollars in a reasonably short period of time.

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# Marketing your property.

## EACH VUTECH | RUFF LISTING RECEIVES EXPOSURE VIA THE FOLLOWING SOURCES



The MLS is a centralized database that lists real estate for sale in the United States. Within Columbus, it's a computerized network of more than 700 cooperating real estate offices. The Columbus MLS has been successfully helping residents sell homes since 1955, and it services thousands of real estate brokers and sales agents.

[vutech-ruff.com](http://vutech-ruff.com)

Provides an easy-to-navigate responsive website with up-to-date listing information pulled directly from MLS. Additional resources include information on neighborhoods, condo projects, individual agents, rentals, and relocation information.



Clients working with Corcoran Global Living can expect unprecedented support, innovative processes, a hands-on approach, and access to attentive, local and knowledgeable agents empowered by proprietary market intelligence, unmatched resources and expansive networking.



Zillow is the leading real estate and rental marketplace with a living database of over 110 million U.S. homes, including homes for sale, homes for rent, and homes not currently on the market. Buyers can set up searches via Zillow and V&R is invested in ensuring all Zillow leads come directly to the listing agent in real time.



Owned by the Zillow Group, Trulia is a destination for all real estate listings and rental properties. Trulia also provides home Buyers, renters, and Sellers the insights they need to make informed decisions about where to live, including comprehensive school and neighborhood information.



Realtor.com helped pioneer the world of digital real estate by partnering with the National Association of REALTORS® and is now the most trusted resource for Buyers, offering the most comprehensive database of for-sale properties.



Homes.com is the fourth largest real estate portal by traffic market share with a search function that includes advanced search filters including features, price, property type, and location, allowing Buyers to search for personalized criteria and through a GPS search functionality.



Homefinder.com is the newest tool for Homebuyers and Sellers offering an easy to navigate home search experience and full mobile search platform, making it easy for Buyers to access their network of more than four million national real estate listings.



Boost by HomeSpotter works on behalf of agents to automatically build marketing campaigns for listings. The beautiful Facebook and Instagram ads are optimized with ad targeting and useful reporting on engagement.



Corcoran Global Living is an exclusive partner of Who's Who in Luxury Real Estate, a network of the finest luxury residential real estate firms from around the world. LRE represents the world's top luxury real estate professionals and their award-winning website, [LuxuryRealEstate.com](http://LuxuryRealEstate.com), is the #1 website for luxury properties online.

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# Marketing your property.

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## SEO & SEM

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are practices of driving traffic to a website. SEO is based primarily on organic Web traffic through search engines, while SEM typically comes from advertising or paid placement. Both are used to get more views for your listing from internet consumers.

The Vutech | Ruff team partners with LOCALiQ, a digital solutions marketing company, to help ensure our digital marketing strategy is as up-to-date as possible. LOCALiQ is a Google Partner and Gold Accredited Partner with Bing.



LOCALiQ



## PRINT

- Customized color marketing fact sheets are created for all Vutech | Ruff listings. These are typically one to four pages and highlight the professional photos and key features of the home. Fact sheets should be displayed in an easy-to-see location in the home for agents and clients to take during showings.
- We routinely advertise listings in Columbus Monthly, The Columbus Dispatch, and ThisWeek Community News.



columbus  
MONTHLY

SOPHISTICATED  
LIVING

ThisWeek  
COMMUNITY NEWS

magazines / DISPATCH  
MEDIA GROUP

## OPEN HOUSES

All Vutech | Ruff hosted Open Houses are heavily advertised via the following outlets:

### PRINT

ShowingTime Email Blasts

### ONLINE

MLS • Vutech | Ruff website • Realtor.com • Zillow/Trulia • Redfin • Homes.com

### SOCIAL MEDIA

Facebook • Instagram • LinkedIn

### SIGNAGE

Open House sign strips • Open House directional signs

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# Marketing your property.

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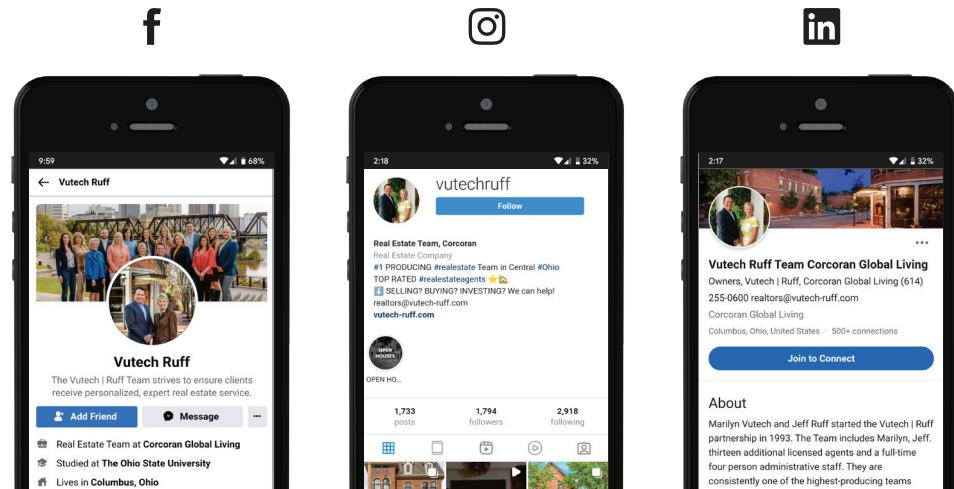
## REALTOR® TOURS

Columbus REALTORS® is fortunate to have 27 area realty associations. These groups gather according to their location or area of interest to network, discuss current issues, tour homes, etc. The Vutech | Ruff Team is heavily involved in all area associations such as the Midtown Area Real Estate Association. Agents who are partnered with realty associations are able to showcase new listings, which is excellent exposure for potential co-op agents who keep your home top of mind for their clients.

Marilyn and Jeff are also members of the Luxury Home Network, a select group of agents from different brokerages who specialize in listing and selling luxury Real Estate.

## SOCIAL MEDIA

The Vutech | Ruff Team is very active on social media including Facebook (@vutech.ruff), Instagram (@vutechruff), Pinterest and LinkedIn (vutechruff).



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# Prepare your home for sale: advice from a REALTOR®

Do you want your home to sell quickly and for a good price? Of course you do! Properly preparing your home can help make that happen. Here's what you need to do.

## COME UP WITH A GAME PLAN

Walk through your home, room by room, with your REALTOR®. They will offer suggestions and ideas for how to make sure your home makes the best possible first impression. He or she may suggest paint colors, cleaning tips, or furniture placement.

## PREPARING YOURSELF EMOTIONALLY

Remember to do your best to disassociate yourself emotionally from your home. Your REALTOR® has your best interests at heart, and his or her suggestions are not criticisms. It can help to pretend that your home has already sold, and to start referring to it as "property." Envision the buyers that are right for your property, and look at things through their eyes.

## MAKE THINGS CLEAN AND PRETTY

This one should be a no-brainer. A clean home is an attractive home, and an attractive home will sell much faster! Simple things like cleaning inside light fixtures and replacing bulbs with newer, brighter ones can make a surprising difference in the overall appeal of your home.

Replace dingy, cracked, faded, or out-of-date light switch covers, light fixtures, or cabinet hardware. Above all, be sure to give your home a good cleaning—and don't forget the insides of closets and cabinets! Buyers will look inside to evaluate the storage in your home.

If possible, pack extra "stuff" into uniform boxes and stack them neatly in the garage or another storage area. You'll declutter your home, and get a head start on packing!

## DON'T FORGET CURB APPEAL

Curb appeal is the first impression your property makes when viewed "from the curb." And you know what they say about first impressions!

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# The home selling process explained

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## **CHOOSE THE RIGHT REALTOR®**

Identify an agent when you first start to think about selling your home. The right REALTOR® can help guide you as you prepare to sell your home and assist with ideas and resources. Make sure to interview multiple REALTORS®, and don't just look at the price they say they can get for your home. Make sure your agent has a high rating, is knowledgeable, has experience and is overall a good personality fit for you.

## **PREPARE YOUR HOME FOR SALE**

This can involve decluttering, painting, staging furniture, and improving your home's curb appeal. Your REALTOR® can be an invaluable source of advice on what will help sell your home quickly.

## **PRICE YOUR HOME COMPETITIVELY**

While you as the owner have the final say, no matter what you hope for, the market will only bear what your property is worth compared to the competition. It's important to separate memories and emotions from value. A professional REALTOR® will have your best interest at heart and will help you to set a competitive price.

## **MAKE YOUR HOME AVAILABLE TO SHOW**

While showings can be inconvenient and disruptive, they are ultimately necessary so prospective buyers can see your home. Make sure that personal items and valuables are safely secured before any showing or open house. Remember that prospective buyers will often look inside cabinets and closets to evaluate the amount of storage in your home!

## **UNDERSTAND HOW YOUR AGENT MARKETS YOUR HOME**

While print ads were effective a few years ago, we are now moving into a digital medium. Your REALTOR® will come up with a comprehensive marketing plan for your home.

## **APPRECIATE ALL OFFERS...**

...even if they're low. Remember that getting an offer means that someone is interested in your home, and they're working in their own best interests. Your REALTOR® will help you negotiate and evaluate each offer, and will provide you with a net sheet that will help you compare multiple offers.

## **BE READY FOR HICCUPS!**

Minor and major problems can arise with your buyer's lender, the appraisal, inspections, etc. Be flexible and willing to problem-solve with your agent. Remember that your REALTOR® is on your side and is using their experience and skill to help your home sell.

## **KEEP UP THE MAINTENANCE ON YOUR HOME**

This means insurance, alarms, mowing the yard, and keeping the utilities on. Remember that your home isn't sold until it closes.

## **JUST BEFORE CLOSING...**

...transfer utilities to the new owner. Give your home one last cleaning and mow the lawn – have pride in your home! Sign and notarize the closing papers, and work with your agent to coordinate the transfer of keys, warranties, etc.

## **HEAD OFF TO NEW ADVENTURES!**