



# KEYS TO SUCCESS

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## LISTING

- List **AT LEAST 30-40% below** market value!
- Ensure your listing is on your local MLS.
  - Post your listing on Thursday as the first day on the market.
- Set your **bidding timeline for 11 days**. (Thurs. -> following Sun. @ 6pm.)
  - If your bidding ends on or before a holiday, extend bidding by one business day.
  - Double check that your end of bidding time is 6pm local time.
- Make sure your listing agreement has the **correct language**. (See Listing Agreement Info)
- **Do not call this an auction** - unless required by your local MLS. (we are not an auction)
  - We are a bidding platform for the purpose of establishing purchase price.
- Make sure you **only** put the bidding language with current seller disclosure and bidding end date & time into the confidential agent remarks
- **Post FAQs on your MLS** in PDF format for Buyers and Agents

## MARKETING

- Post a series of short videos on your social media accounts.
- **Create a squeeze page** for your property on KV Core. (Free at eXp)
  - Cross post it on as many real estate group pages and social media sites as possible.
  - **BOOST the property** on KV Core for one week. (~\$60)
- **Make sure you hold 5 open houses**. (Sat. & Sun., weeknight, following Sat. & Sun.).
- Take **professional pictures & video** of the property.
  - Ensure they are professionally edited. Post your video to YouTube.
  - Link your video to your listing by pasting into Property Remarks section on USAHB.
- **Send out a marketing email** on the final day of the bidding to all approved bidders with 3+ comps and average sq. ft. pricing to help drive the value of your listing.
  - Also, be sure to **explain that the bidding may or may not end at 6PM**. Each time a bid is placed during the last 5 minutes, the bidding will be extended by 10 minutes.
- **Follow up with a call and email to all of the top bidders** to get as many written offers as possible. Explain that the top bidder gets priority, but terms and conditions matter.