



Santa Cruz Real Estate Offers Home Sellers Free Market Value Report

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Santa Cruz, CA: Santa Cruz Real Estate is stepping up its game to serve its clients better. As the agents of the real estate company seek to help home sellers sell their properties in Santa Cruz for the most money in the shortest period of time, they offer them a free market value report so they'll know how much their properties are worth. This comparative market analysis comes with no cost or obligation and helps sellers price their properties right so they can easily find buyers for their homes.

Top real estate agent Sandy Wallace, owner of Santa Cruz Real Estate, believes that the key to getting a homebuyer in the shortest possible time is pricing the property right. Hence, she lets her clients find out the value of their properties by giving them a custom evaluation for their homes, including comparisons to other homes that other home sellers have recently sold or are still on the market.

Sandy advises home sellers to not depend on Zillow reports if they want to know the real value of their properties. According to her, such reports do not give an accurate analysis of homes because they only act

like machines that gather up information from local tax collector public records. Unlike the reports provided by online real estate databases, the market analysis reports provided by Santa Cruz Real Estate are based on the actual condition of the property, including its upgrades, features and amenities. Agents of the company actually come over to the properties for sale and take photos of them so they can easily compare them to homes that are currently for sale in Santa Cruz.

Santa Cruz Real Estate's website provides a space where home sellers can disclose information about the properties they are selling. Through the information that they provide, the agents of Santa Cruz Real Estate are able to compare their homes with similar homes on the market and know their market value.

Home sellers can check out Sandy's Featured Listings on her website to see some of her highlighted listings. These listings feature amazing photos of the properties that they are selling at Santa Cruz Real Estate, taken by professional property photographers. As a real estate agent, Sandy believes that homes do not sell themselves—they need people to work hard marketing them. "This is where I come in. I take the story of your home and create a marketing plan based on who your most likely buyer will be. Then I get to work—real work—in getting your listing to the top of page one on Google in order to get more eyeballs on your property in Santa Cruz," says Sandy.

When working with a client, Sandy's entire marketing team helps her share the property she's selling on different social media channels to make sure that they reach their target market. They ensure the successful and profitable sale of their clients' homes by taking advantage of their networks, doing email campaigns and maximizing their exposure. No wonder, Sandy's clients always have good things to say about her. Nancy and Jessie Stokes, two of her previous clients, wrote in their review, "Sandy explained that in this market you have to prepare your house for sale to get the highest price? It took us two weeks to prepare and Sandy was there to help and advice all along. We had two weekends of open houses and two broker tours. Several people wanted to make offers right away and we ended up getting five offers and close with the one that was 9.3% over that list price that Sandy recommended? Hope you listen to Sandy when she recommends a price that will cause your home to have multiple offers. She has the indignity to set the price right at the beginning and then stand up for that price until you have multiple offers.?"

Those who need someone to assist with home selling needs, contact Sandy at 831-818-7099 or visit her website at www.santacruzhomesforsale.com.

More About Sandy Wallace:

Sandy started her real estate career as a loan consultant for conventional loans and hard money loans. Since

becoming a licensed REALTOR® in 1998, she has helped hundreds of clients build wealth with smart real estate investments. Her services focus on listing and selling homes for top dollar in the least amount of time, Santa Cruz beach homes, Santa Cruz ocean view homes, condos and townhomes, income property and a lot more.

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For more information about San Diego Homes for You, contact the company here: San Diego Homes for You Dennis Smith 760-212-8225 dennis@sandiegohomes4u.com

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