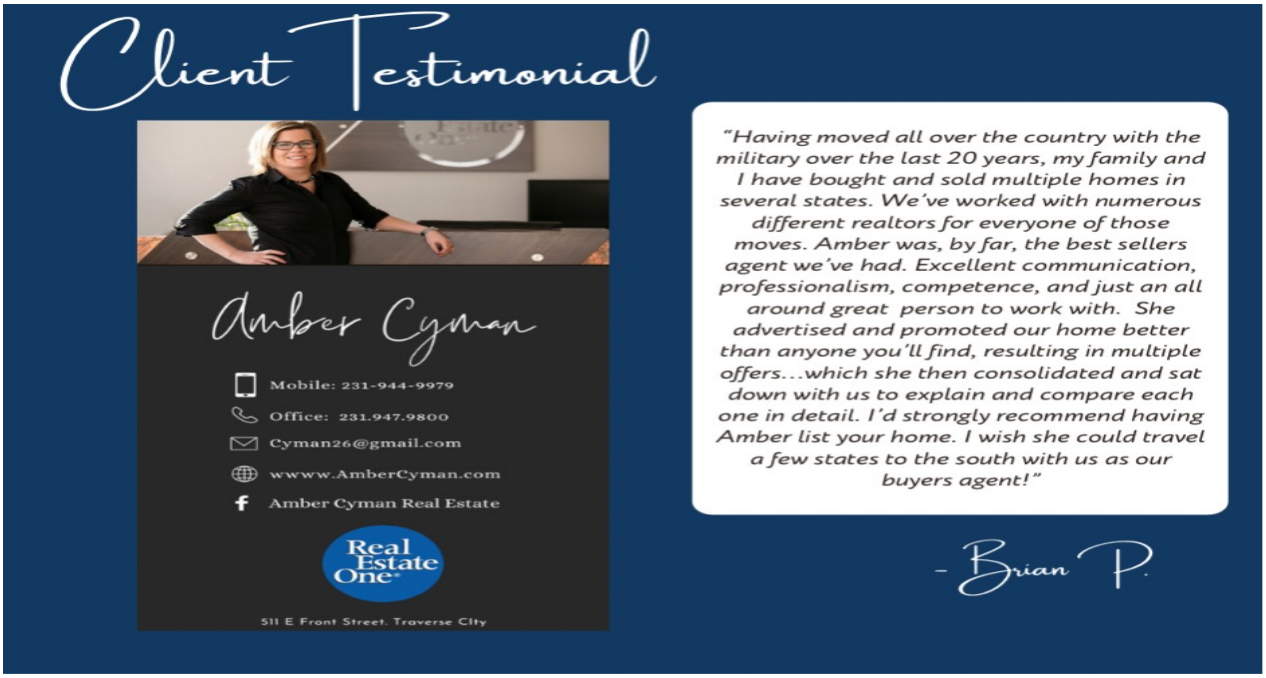


Realtor Amber Cyman Earns 5 Star Client Testimonial For Traverse City Home Sold In East Bay Township

May 25, 2022

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Traverse City, Michigan. As a Realtor in Traverse City Amber loves receiving amazing client testimonials. Amber Cyman Real Estate is grateful for the Potter family, that her clients put their trust in her team to sell their beautiful Traverse City, Michigan home in East Bay Township.

Amber's team went all out with advertising, resulting in the home being viewed 5,986 times on social media. The hard work in getting the home ready to sell and having a well-thought-out game plan was a success. Amber Cyman Real Estate received multiple offers and sold their client's house, for well over asking price.

To sell a home for top dollar in Northern Michigan homeowners and real estate professionals need to receive multiple offers on a home listed at a neutral rate. This feeds into the competitive human nature humans all have with wanting something everyone else is desiring. It is very hard to fight off this desire once a person has it in their mind that this is the house and they will do what it takes to get it.

As a Sellers Agent in Traverse City, Michigan, Amber's objective starts with making sure the home is staged and maintained to be presented in the best possible light. Once making design changes or fixing possible maintenance issues it is key to focus on photos and videos.

Without high-quality photos and videos sellers will never catch a buyer's eyes. Before the photoshoot, Amber's team spends several hours taking notes of what areas are needed to highlight and what angles and sides of the home are less desirable to show. Most people have short attention spans so grabbing and maintaining attention is key for buyers looking in the Traverse City area market.

Most realtors are lucky to have their post or video viewed by over 100 people while Amber Cyman Real Estate averages 5,000-10,000 views. This is because it is not understood by most people in the real estate industry.

Either by lack of understanding of the time invested that is needed to become a social media influencer. Amber has invested years into cultivating an engaged audience on Facebook, YouTube, Instagram, and more. As the most tech-savvy realtor in Traverse City, Amber can get homes in front of more potential buyers than other agents, solely based on the number of followers her pages can generate. Sellers interested in working with Amber Cyman Real Estate are encouraged to contact her office for a consult.

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For more information about Amber Cyman Real Estate, contact the company here:Amber Cyman Real EstateAmber Cyman231-944-9979amber@ambercyman.com511 E Front St Suite 102Traverse City, MI 49686

Amber Cyman Real Estate

Amber Cyman Real Estate is Northern Michigan's Preferred Real Estate Agency. From downtown Traverse City condos to waterfront homes on Torch Lake, Amber's team can help you buy your next house or sell your existing one.

Website: https://ambercyman.com

Email: amber@ambercyman.com

Phone: 231-944-9979

Amber Cyman

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