



ARE YOU READY TO LIST YOUR PROPERTY WITH A REALTOR®?

LET'S FIND THE RIGHT LISTING STRATEGY FOR YOU!

ARE YOU THINKING, "I'M READY TO GO! LET'S SELL THIS HOUSE!"

 You're **READY** for all buyers!

 You want it **SOLD** with maximum exposure!



THAT'S AN ACTIVE LISTING!

Tell your REALTOR you're ready to hit the market and let the showings begin!



Not quite ready for full online exposure? You have options!



LIMITED MARKETING LISTING

You want to let all REALTORS® and their vetted buyers know your home is for sale but limit online marketing to maintain some privacy or discretion.

Great for: Sellers who want interest without full online exposure just yet.



COMING SOON LISTING

Your home is almost ready - you want buzz before it hits the market. Promote it up to 7 days in advance to build excitement, but no showings until its available to all.

Great for: Creating excitement and launching with a splash!



OFF-MARKET EXCLUSIVE LISTING

You're not ready to sell the property yet, but do want to hire a REALTOR® to get started on creating the perfect photos and property sale strategies for listing.

Great for: Sellers needing a little more time to gussy up the place.



OFFICE EXCLUSIVE LISTING

Want to keep your home sale super quiet for now? Your REALTOR® can share with only their office's buyers and limit exposure just to clients they already know.

Great for: Sellers needing privacy or a soft launch.

TALK TO YOUR BERKSHIRE REALTOR® TODAY
and chose the strategy that fits your goals, timeline and comfort level!