

Are there tricks to managing a quick real estate sale?

I had a recent listing that sold and closed in nine days. It listed on a Tuesday, and closed the following Wednesday.

How did I do it? First and foremost, it was priced to sell, and we had an effective marketing plan.

Getting the first few weeks right is essential to any new listing. If it's not managed well from the outset, it might sit on the market for months.

Great photography is more important than ever. I always hire a professional photographer and have the photos available in ad-



vance of the day the listing goes live. Great photos will generate

immediate interest and drive up the number of showings.

It's also important to leverage the broker community. I always host a brokers' open house, and as soon as possible. Then, I host a public open house, usually on the very first weekend after listing.

Timing is critical, too. You wouldn't want to list a home prior to a holiday weekend and have to delay any open houses until after. It's best to have both brokers' and public open houses within a week of listing. The goal is to inspire offers in that very first week.

And that's what happened with the listing that sold in nine days. We received multiple offers, accepted an offer by Friday and scheduled the close — five days from offer to close.

It was a challenge. It was important to have a team that was willing to work weekends — real estate attorneys, the home inspector, all of us. As the listing agent, I had to be organized and willing to go above and beyond what was expected of me, even if that meant emailing at 10 p.m. on a Sunday with the lawyers and my

out-of-state client. I even helped coordinate the move-out with the moving company to facilitate this transaction for my clients.

The closing was scheduled for 2 p.m. that Wednesday, and the buyer literally did the final walk-through at 1:45 p.m., just as my clients' movers were finishing up. It was a mad dash, down to the final minutes, but we pulled it off, doing whatever it takes to cross the finish line.

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