

LAKEFRONT
LIVING
REALTY'S
seller success guide

You're not just selling a home.
you're selling a lifestyle.

Selling your lakefront home is different than any other real estate.

Your home is unique, your lake is unique, and it takes a focused marketing approach to attract and qualify nationwide buyers. Remember, you're not just selling a home, you're selling a lifestyle!

"OUR PASSION FOR LAKEFRONT PROPERTY COMES FROM YEARS OF LOVING AND LIVING THE LIFESTYLE OURSELVES. IT'S A PLEASURE TO 'TALK THE TALK' WITH SO MANY OTHER LAKE HOMEOWNERS WITH SIMILAR INTERESTS."

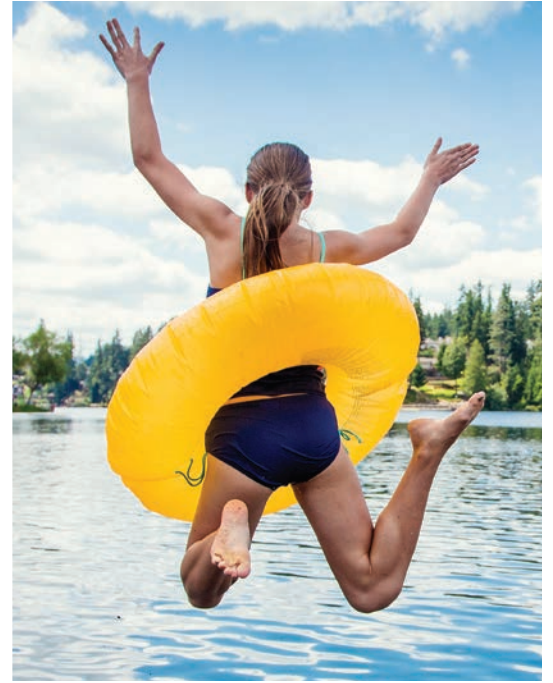
*~Christine Mosier, COO,
Lakefront Living International*

We sell more lakefront properties than any other brokerage in the country. From educating buyers to best marketing practices...it's all we do!

This Seller Success Guide is meant to communicate our extensive lake sales knowledge and help you secure maximum value for minimum hassle.

LAKEFRONTLIVING
REALTY

www.lakefrontliving.com



The Five Golden Rules *of selling lakefront property*

ALL lakefront property buyers have a past association with lakefront living that evokes a strong emotional connection...most likely from childhood. The presentation and marketing of your home needs to tap into that emotion.

- 1 LIFESTYLE:** You are not just selling a home, you are selling a lifestyle.
- 2 MARKETING:** Telling a compelling story that is both emotional and visual.
- 3 EXPOSURE:** Be seen, be found – both locally and nationally.
- 4 PRICE:** Understand the intrinsic value of local lakefront markets.
- 5 SPECIALISTS:** Put their passion and lake knowledge to work for you.



Lakefront home sales *by the numbers*

Staged lake homes sell for **17%** higher than a comparable non-staged home. As a bonus, they also sell **73%** faster!

78% of lakefront sellers said they regret hiring a friend or relative to sell their waterfront home. Contrarily, **96%** of those who used a lakefront specialist would use them again.

Only about **1/3** of all lakefront buyers have been pre-approved by a lender. Ensure your buyers pass the UMA test: Urgency, Motivation, and Ability to buy.

Only **1%** of lake homes sell via print advertising. **98%** of lakefront buyers start their search online.

Only **12%** of real estate websites contain accurate data. Lakefront buyers trust LakefrontLiving.com for its **100%** accuracy rate.

Only **7%** of lake homes sold during an open house. Don't open your house to strangers! Private showings to pre-screened, qualified buyers are safer and more effective.



Pricing a Lakefront or Lake Community Home

- 93% of lake homes that do not sell in the first two weeks will never receive the initial list price. It is critical to be priced correctly from the start.
- Buyers today have access to more information at their fingertips than ever before. Trying to outsmart their lake home value knowledge will not work.
- As a lake home seller, it can be difficult to detach yourself emotionally from the property. Remember that you are selling a product and not your memories.
- Complete a Comparable Market Analysis (CMA) from a lakefront specialty real estate agent in your market. They should be very familiar with your lake, location, and neighborhood.

Tips for preparing *your lake home for sale*

A buyer can change the structure, but they cannot change the location. Focus your efforts on the buyer's priorities: the lake, shoreline, and lifestyle. First impressions are critical, use a buyer's eye to view your property for the first time.

Define the Destination

Be sure there is a welcoming, defined, and well-lit pathway leading down to the water's edge or dock.

Shoreline Curb Appeal

Clean all debris, aquatic plants, leaves, etc. from the shoreline. Display photos that show your shoreline conditions in all 4 seasons.

Lifestyle Staging

Stage your shoreline and lakeside yard with lifestyle items: boats, kayaks, SUPs, fishing equipment, fire pit, etc. Help buyers envision the lifestyle they will be living.

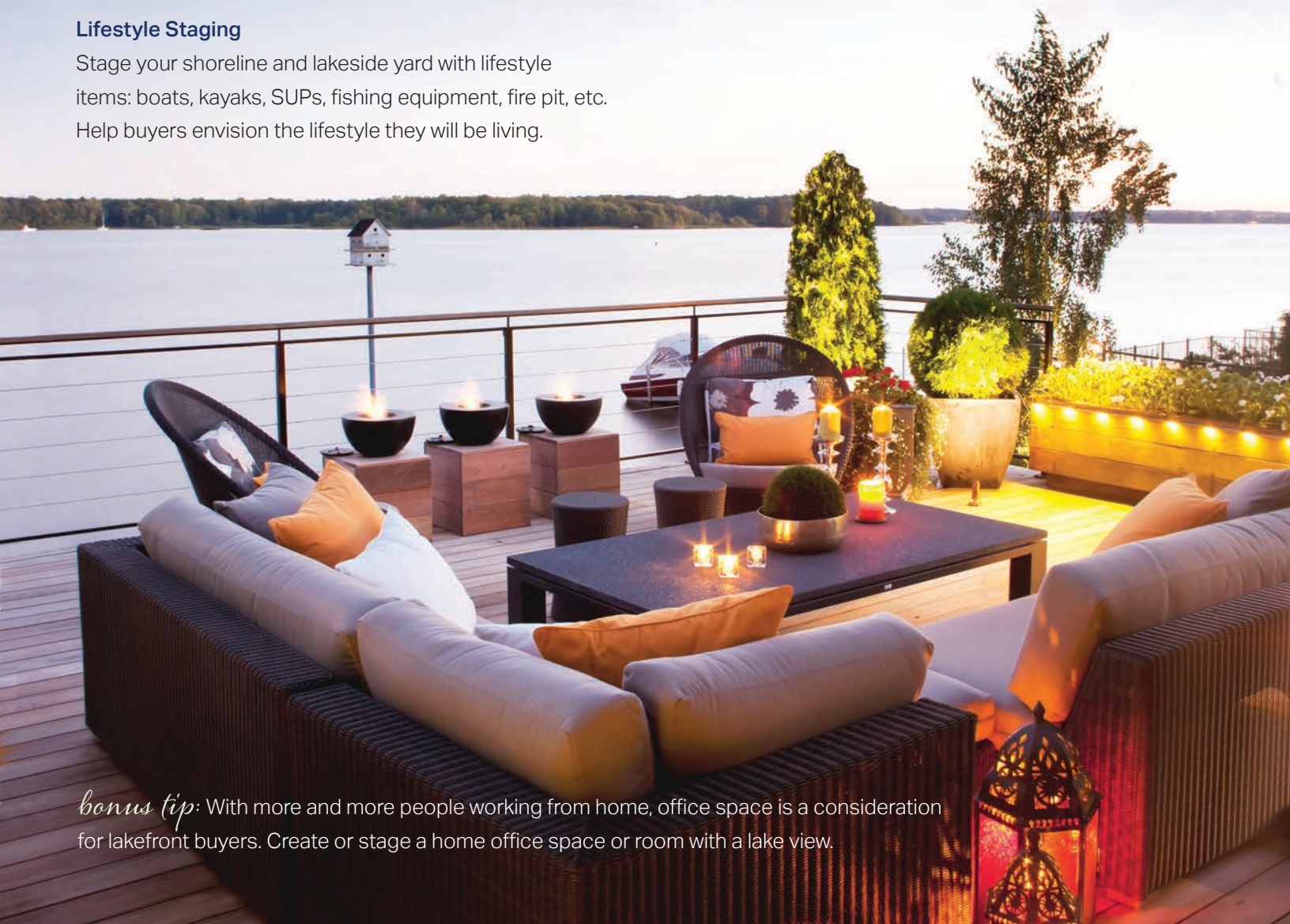
Drone Photos and Videos

More than any other real estate, lakefront properties are both visually and emotionally inspiring. Drones capture that feeling better than any other medium and should be included in any lake home marketing plan.

Share your Experience

One of the most powerful marketing pieces you can create is a heartfelt letter to the future owner. Discuss your favorite lake experiences, the location, neighbors, wildlife, kids/grandkids, etc. Include in your marketing package.

bonus tip: With more and more people working from home, office space is a consideration for lakefront buyers. Create or stage a home office space or room with a lake view.

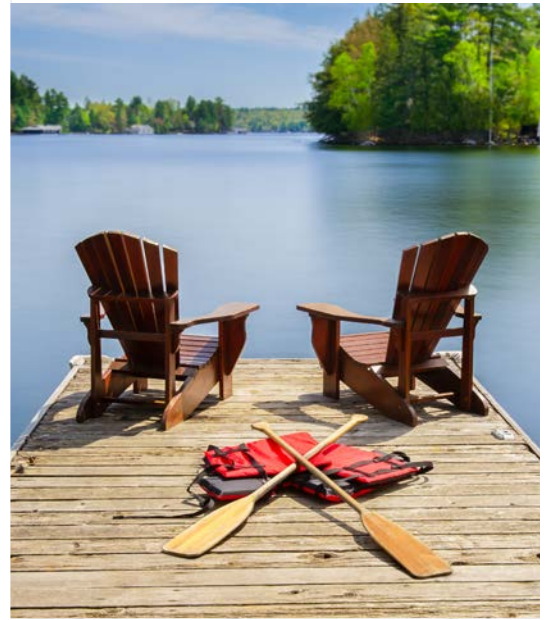


Other brokerages versus *lakefront living realty*

	Lakefront Living Realty	Other Brokerages
Access to tens of thousands of registered lakefront buyers from LakefrontLiving.com	✓	✗
Dedicated lakefront property website with over 100,000 visitors per month	✓	✗
Your property FEATURED on LakefrontLiving.com with a 90% view rate	✓	✗
Dedicated lakefront specialists with knowledge of your lake and neighborhood	✓	✗
Detailed lake information pages for thousands of lakes and territories	✓	✗
Focused 100% on lakefront lifestyle sales and marketing	✓	✗
National exposure on Lakehouse.com for all lakefront listings	✓	✗
Exposure on MLS and syndication websites (Zillow, Trulia, Realtor.com, etc)	✓	✓

“PROVIDING BUYERS A VISION OF **HOW** THEY WILL LIVE DAY-TO-DAY IS CRITICAL IN ANY HOME SALE, BUT ESPECIALLY LIFESTYLE SALES. SHOWCASING THE **LIVE, WORK, AND PLAY** FUNCTIONALITY OF YOUR UNIQUE LAKE PROPERTY WILL RETURN MAXIMUM VALUE IN ANY MARKET.”

~Scott Freerksen, CEO, Lakefront Living International



Put our passion *to work for you*

Lakefront Living Realty offices are the only real estate franchises focused solely on uniting buyers and sellers of lakefront property on multiple lakes in multiple states. We would be honored to add your lakefront or lake community home to our family of waterfront properties.

We don't try to be all things to all people; we are simply the best at all things lakefront. We provide all lakefront buyers and sellers with a proven, consistent consumer experience.

Want to know the value of *your* lake home?
Find out at [CalcuLAKER.com](https://www.CalcuLAKER.com)®





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Contact us today at 508-377-7167
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