



## **Another Robertson County Home Sold by AndySoldIt™**

*Andy Knifley, also known as AndySoldit™, who uses cutting edge technology in an ever changing real estate market has sold another home in Robertson County, TN.*

**SPRINGFIELD, Tenn. - Sept. 9, 2013 - [PRLog](#)** -- Andy Knifley, also known as AndySoldit™, who uses cutting edge technology in an ever changing real estate market has sold another home in Robertson County, TN.

In a time where the average home is on the market 89 days before receiving an acceptable offer, you could say that one home owner at 3693 Glen Raven Rd in Cedar Hill, TN may have been a little more than happy when their agent called a mere 65 hours after the home went active with a Full Price Offer. So how did this happen? "There was a little more to it than just sticking a sign in the yard and the phone ringing," says Knifley. "I had actually met with the owners a month prior to the home hitting the market. We discussed a few things they needed to do to get the home ready and even brought in a home stager to help what was an already beautiful home, pop."

So you didn't just meet with the owner, take a few pictures, put up a sign and leave. Knifley (laughing), "Absolutely not, there's a lot more to it than that. Yes, you can hire an agent that will come in, use their cell phone to take a few quick shots of the home, put up a sign and leave. That's not how we do business."

So what do you do that's different? Why should someone hire you versus another agent? "Oh wow." Knifley continues, "well for starters, we don't take pictures with a phone, we also pay attention to the surroundings within the photos we take, such as clutter on a kitchen counter or toilet seats being up. We also use a professional grade camera and flash and do our own editing. We make sure lights are on and that it's not raining when out door photos are taken."

So, it's about the pictures? "First impressions are huge, including curb appeal!," says Knifley. "However, curb appeal and pictures only go so far, people have to see them." What do you mean? "Marketing. We have a large online presence with multiple websites, blogs, social media, etc."

"It typically comes down to one of four things, Price, Location, Condition or Marketing," says Knifley. "You need an agent that's going to give you great online presence and one that's not scared to tell you the truth on the front end when it comes to pricing. Over priced homes sit on the market, while others around them sell. Do a little homework. If you are thinking of selling a home ask around for names of agents, then get online and see who has presence. It's hard to sell a secret, your agent matters."

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