



**BABAJIDE
OKUSAGA & CO.**
Chartered Surveyors & Real Estate Consultants

Agency | Investment | Management | Syndication



SMART STRATEGIES FOR SELLING YOUR PROPERTY QUICKLY IN NIGERIA



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01.

PRICE IT RIGHT!

Price your property competitively from the start. Research comparable properties in your area to determine a realistic listing price. Pricing too high can deter potential buyers, while pricing too low may undervalue your home. Strike the right balance to attract buyers and maximize your sale price.





02.

FIRST IMPRESSION MATTERS!

Enhance your property's curb appeal (That is the Exterior of your property) to attract buyers from the moment they arrive. Invest in landscaping, paint touch-ups, and exterior repairs to create an inviting atmosphere. A well-maintained exterior sets the stage for a positive viewing experience.





03.

STAGE YOUR HOME TO SHOWCASE IT'S FULL POTENTIAL

Declutter, depersonalize, and rearrange furniture to highlight key features and create a spacious, welcoming environment. Professional staging can make a significant difference in how buyers perceive your property and lead to faster offers.





04. GET A GOOD SHOT OF THE PROPERTY

Invest in professional photography to capture your home in its best light.

High-quality photos and virtual tours attract more online views and increase buyer interest. Quality imagery

showcases your property's unique

features and encourages buyers to schedule a viewing!



05. MARKET STRATEGICALLY



Implement a strategic marketing plan to reach potential buyers effectively. Utilize online platforms, social media, and real estate portals to showcase your property to a wide audience. Consider targeted advertising and networking with local real estate agents to generate buzz and attract qualified buyers.





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