



ready sell move™

SITE BENEFITS FOR BUSINESSES

TODAY'S CHALLENGE

Homeowners

Getting a home ready for sale is overwhelming.

Most homeowners don't know where to start so they often put off getting their home ready for sale. As a result, there's little time to improve home value or market appeal.

Local Businesses

Local businesses know that there is a major opportunity in helping homeowners prepare their homes for sale.

However, businesses do not know how to reach these potential customers.



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A UNIQUE PROPOSITION

Where should a home seller start? Introducing...



ready sell move™

The only home services site that focuses exclusively on residential home sellers. It's a one-stop resource for home sellers to get real estate advice and connect with service professionals.



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BENEFITS

Home Seller

- Find tips, articles, guides & checklists for each stage of selling
- Easy, convenient, comprehensive and relevant list of businesses
- Search by popular services or popular projects
- Money-saving promotions
- Reviews and testimonials

Local Business

- Reach potential customers when they are just starting the process of selling their homes
- Generate awareness of products and services
- Communicate events and promotions



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Ready Sell Move | Sell | Move | Tips & More | Contact

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Find the pros who can help get your home market-ready, listed and sold.

What Ex: painters, electricians


Selling your home? Here's everything you need.

Selling a home can be stressful, time-consuming and overwhelming. Welcome to **ready sell move**™ – the one-stop resource for residential home sellers. We help you through every stage of selling. You will find tips on getting your home market-ready, improving your home value

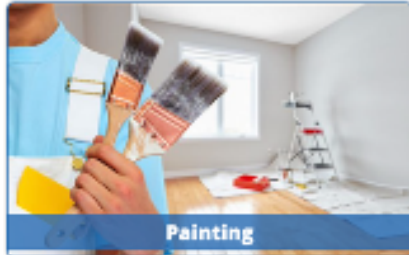
Home Page Search

Popular Services Ads for Local Pros


Popular Services




Electrician




Painting




Plumbing




Handyman




Flooring



Landscaper



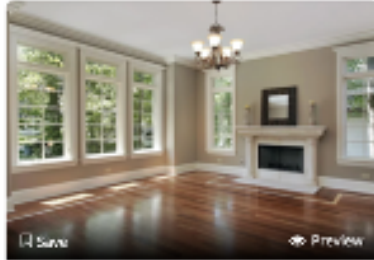
Realtor



Mover


Local Pros

These pros can help you get your home ready to be listed!



Ad John's Painting

Painting



Ad Pezz Electrical Services LLC

Electrician

Generating Safety & Comfort



Ad KT Interior Designs

Interior Decorator

Solutions, Support, Inspiration

Getting Your Home Ready



Try to give yourself at least 2 – 4 months before listing to get your house market ready. Take a deep breath. Now, let's get started!

- ▶ What projects will maximize your home value and appeal?
- ▶ Which projects are do-it-yourself, and which aren't?

We offer Quick Tips, Articles, a Ready Guide and a Checklist to help you begin.

Common services you may need during the Ready Stage:

- ✓ Painter ✓ Electrician ✓ Handyman ✓ Carpet Cleaner ✓ Stager
- ✓ Landscaper ✓ Roofing ✓ Gutters ✓ Junk Removal ✓ Storage



"READY" CHECKLIST

Key decisions

- Do you make any upgrades to increase home value and appeal? The most important rooms are the kitchen and master bedroom/bath.
- Do you hire a professional stager? Buyers have high expectations. If your house is shouting 1980s, this is not what today's buyers want.

Getting ready - inside

- Declutter counters and closets. Remove excess furniture
- Depersonalize. Emphasize your home (not you or your family)
- Clean: Everything must be spotless, especially kitchen & bathrooms
- Wash windows. Take off screens during cleaning and then put back
- Paint or touch up rooms. Use neutral colors
- Flooring: consider replacing dirty or worn carpets. Fix or replace scratched hardwood floors
- Lighting: make your home as bright as possible. Use bright lightbulbs

Ready Sell Move READY GUIDE

Quick Tips & Articles

Tips & More

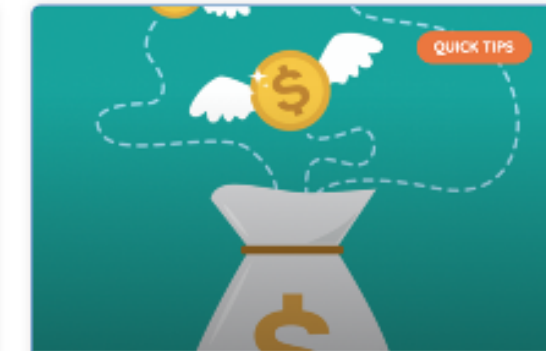
Tips



QT: Avoid the most expensive mistake in moving

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[READ MORE](#)



QT: 4 Types of Pricing

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QT: Only 20 feet to make impression

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Articles



Checklists Guides

SEARCH RESULTS BY CATEGORY

Over 50 Business Categories

Near Me Feature

Allows customers to choose the distance of businesses from their home from 0 to 60 miles



The screenshot shows a search interface for 'Flooring' listings. At the top, there's a navigation bar with 'Ready Sell Move Tips & More'. Below it, a search bar contains 'Flooring' and a location dropdown. A 'Near Me' button is circled in orange. Below the search bar, there are filters for 'Best Match' and 'Sort By'. The main results area lists four businesses, each with a photo, name, address, and 'Call Now'/'Show Map' buttons. To the right, a map shows the search area with several location pins. Below the map, there are two featured listings: 'KT Interior Designs' (Interior Decorator) and 'Curcio Plumbing, Heating & Cooling' (Heating and Cooling).

BUSINESS PAGES

Image Gallery

Hours

Map

Contact Forms

Website

Videos

Phone

Events

Social Media

Promotions

FAQ's

Reviews

Sparkle Floors and Carpet Be the first to review

Quality You Can Stand On!

Share Save Add a Review

Sparkle Floors and Carpet is a family owned and operated business that has been serving the NJ/NY metro area since 1996.

We began our business as Sparkle Me Clean and changed to Sparkle Floors and Carpet in 2015 to truly reflect the broad range of our business. We credit our success and strong continual growth to our loyal customers, who always refer us to their family and friends.

At Sparkle Floors and Carpets, we will do our very best to help you choose the perfect flooring for your home. Book our Mobile Showroom to come to you for our many options of perfect flooring to coordinate your home and style! Our flooring services include hardwood refinishing and installation, carpet installation and cleaning, laminate and luxury vinyl installation, tile & grout cleaning, and power washing.

FAQs

Why should I consider hardwood floors? Are hardwood floors expensive?

Hardwood floors are very competitively priced and represent an excellent value when compared to other flooring options. Hardwood floors never have to be replaced and will enhance the value of your home should you decide to sell. When compared to other flooring products, hardwood floors provide long-lasting value.

451 Park Avenue, Scotch Plains, NJ, USA [Get Directions](#)

(908) 464-2653 <https://www.sparklefloorsandcarpet.com/>

Today **Closed Now!** 10:00 AM - 05:30 PM [Expand](#)

Own or work here? [Claim Now!](#)

Want to report this? [Report Now!](#)

Contact With Business Owner

Name:

Email:

Phone:

Message:

[Send](#)



CONSUMER TARGET

- Homeowner
- Lived in home for 5 - 15 years
- Reasons for selling
 - Moving from starter to larger homes
 - Family growing
 - Empty nesters downsizing
- Own a home that requires some work in getting ready to sell





ADVERTISING TO BUILD AWARENESS

Projected Reach

Mar: 40,000 consumers

Apr: 60,000 consumers

May-Dec: Avg monthly reach of 80K

Geo-targeting

Essex, Mercer, Monmouth, Morris, Somerset and Union counties in first half 2021

SITE OPPORTUNITIES

Business Page

Spotlight Ad on Home page

Sidebar Ad on search results page

Expert Contributor: Tips/Articles

Local Pros

These pros can help you get your home ready to be listed!

<p>Ad Lasting Construction LLC Masonry Roofing, Gutters, & Masonry Bridgewater Township Day Off</p>	<p>Ad Pezz Electrical Services LLC Electrician Generating Safety & Comfort Hillsborough Township 24 hours open</p>	<p>Ad John's Painting Painting Basking Ridge</p>
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Tips & More

Tips

QT: Avoid the most expensive mistake in moving
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent in finibus nunc. Aenean ris et, euismod id suscipit et, varius at lectus. Nam non du
[READ MORE](#)

QT: 4 Types of Pricing
There are four types of pricing for a home: Very Overpriced, Slightly Overpriced, Priced Right and Priced Too Low. Very Overpriced. When your home is
[READ MORE](#)

QT: Only 20 feet to make an impression
Humans have 5 senses, and buyers use 4 of them before they get more than a few feet into your house. Sight. Buyers almost instantly
[READ MORE](#)

Articles

ARTICLES
Moving

ARTICLES
House

ARTICLES
House

LET'S TALK



ready sell move™

**Connecting Residential Home Sellers
with Local Service Professionals**

Sales Department

(908) 872-3568

info@readysellmove.com



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