

TERRIE O'CONNOR

REALTORS

Helen Hodge Achieves Certified Home Marketing Specialist Designation

With national attention to the real estate market, real estate professional Helen Hodge of Terrie O'Connor Realtors acquired new skills to decrease market time and maximize selling prices. Eager to develop a new approach for timely, efficient home sales, Helen completed the nationally renowned Certified Home Marketing Specialist Course created by Martha Webb on March 30, 2015



Addressing in-depth market analysis, strategic pricing and effective home staging, the Certified Home Marketing Specialist Course provides agents with much expertise to excel in today's competitive real estate environment. The result? Homes sell faster at better prices — in any market.

Ms. Webb, author and producer of *Dress Your House for Success* and one of the country's foremost authorities on home staging, has taught her proprietary system for increased sales and maximum profit to thousands of real estate agents nationwide. Now, Helen Hodge has joined this prestigious group by achieving professional certification as a Home Marketing Specialist.

This course is a must for any agent who wants to provide the best service possible," says Helen. "Having this certification means I can offer my clients a level of expertise that you just don't learn in standard classes. In today's economy and market, many sellers don't have the resources for staging as it is portrayed in the media. The CHMS designation will help me create a strategy for every seller that focuses on best utilization of resources to strategically position the property in the market."

"We talk a lot about 'buyer's' markets and 'seller's' markets, but what it all boils down to is knowing how to effectively reach out to home buyers regardless of the market," said Helen. "The Certified Home Marketing Specialist Course presented by Martha Webb gives agents those skills."

For all your real estate needs you can contact Helen at Terrie O'Connor Realtors Ramsey Group at 201-934-0600 ext. 53, her cell at 201-406-6093, or email her at hhodge@toctr.com