

How to Get Top Dollar for Your Home

The best chance for selling your property is within the first four weeks. Studies show that the longer a property stays on the market, the less the seller will net. There are 5 main factors in accomplishing this goal.

The Pricing Factor

It is very important to price your property at a competitive market value right from the beginning. The market is so competitive that even over-pricing by a few thousand dollars could mean that your house might not sell. It's interesting, but your first offer is usually your best offer, and sometimes, the *only* offer.

An overpriced home:

- *Limits showings
- *Minimizes offers
- *Lowers Agent response
- *Limits qualified Buyers
- *Nets less for the Seller

80% of the marketing is done when you decide on what price to market your home.

The Clean Factor

Most people are turned off by even the smallest amount of un-cleanliness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net more. If you are planning on moving, pre-pack so that your home will appear larger. Odors must be eliminated, especially if you have animals or young children in diapers. You may not notice the smell, but the Buyers do! Most Agents have a difficult time communicating to their Sellers about odor. If you employ me to get the most amount of money for you, please don't take offense if I must address this with you. You will find specific suggestions in the report Getting Your Home Ready To Sell.

The Access Factor

Top Selling Agents will, many times, not show your home if both the key and access are not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes! The greatest way to provide access for Agents is to have a CMLS approved lock box on your front door. When your home is being shown, please do the following:

- *Keep lights on, your competition is "light and bright"
- *Keep all drapes and blinds open.
- *Keep all doors *within* your home unlocked.
- *Leave soft music playing.
- *Do not be home when your home is being shown.

The Paint & Carpet Factor

Paint is your best improvement investment for a return on your money. Paint makes the whole house smell clean and neat. If your home has chipped or faded paint, exposed wood, or even special "art work" on it, it is time to paint. Make certain that the paint job is done correctly. If necessary, hire a professional.

If your carpet tired, outdated, or an unusual color, you may need to seriously consider replacing it. Carpet is a maintenance expense of owning a home. Many homes do not sell because of worn flooring.

Curb Appeal

Your yard immediately reflects the inside condition of your house to the Buyer. Plant or hang flowers! Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. If a Buyer doesn't like the outside, they may not ever see the inside.