

Best Advice for the Home Seller



Provide Easy

Access: Foot traffic is important. The

more agents that show, the faster your home will sell. Make this as easy as possible. Make sure the front door opens easily and the key is a smooth fit. Have adequate parking so the agent can park with ease near the front door, and most importantly, don't put too many restrictions on when the house is available to show. There are many competing properties, the more restricted your showing hours are, the easier it is to just show elsewhere. "Appointment only" showing instructions guarantee fewer showings so don't do that under any circumstance.

Let the house sell itself: Do not be there when the home is being shown by the buyer's agent. They know what their client wants to focus on and they know how to show a home effectively. Your presence will not be helpful, and in fact may cause a hasty exit if you try to be a tour guide through the home. Questions will later go to your agent if there is interest. Just

turn on lots of lights, make sure the home is clean and neat and be out of the home for every showing.

There is no perfect season to

sell: If the need to move arises in February, then that is the time to list your home. Waiting for spring or summer may mean additional competition for you and it may also mean you miss that client needing to buy now. Certainly some months of the year have more listings, but this is a product of when many owners need to move rather than sellers waiting until that time.

Real Estate is NOT the Stock

Market: While historically real estate has been a great investment with steady growth, one does not buy when the market is down and sell when the market is up. Neither does one put off the purchase or sale of a home based on the nation's economy. Sell when the needs for your current resident are no longer being met, and buy when your requirements for a home change. Be mindful of your situation and wishes, not where is a "hot" area or what appreciates fastest.

Market your home in many

ways: If you have the floorplan and a survey this too should be shown on websites and in marketing materials. Do you have information on the local school, the community amenities and the HOA benefits? Show them every opportunity you can. Buyer's like information and the more you provide the better. Be certain that your agent uses not just flyers at the home, but multiple photo websites and any other creative method of getting agents and buyers to your door. Consider a black-tie fundraiser, a day-long Open House, or even a round of golf at the community's course if that focuses on one of your home's best features.

Consider renovations or

improvements carefully: An updated Kitchen is an asset. Using the most expensive granite and very expensive cabinets and hardware are probably not. Focus on the resale factor. Every project you decide to undertake should be done with good quality materials & workmanship, but should be appropriately priced or you will not recover the investment. This is not the time to add a pool, a tennis court, or a house addition. While a finished basement adds value; including a custom bar and dance floor probably will not. Don't try to make cheap fixes either. If the

roof needs replacement do it right and remove the old one first. Poor quality show up easily and don't speak well for the property. If building permits are required for work done, be certain you have them to pass to the home's buyer.

Stage your home for maximum Buyer attention:

Don't think for a moment that buyers are not also seeing your furnishings and its placement. If the perception from buyers is that the home is crowded or outdated you have the ability to have this fixed. Do not lose money with a low offer when spending a bit now could correct the problem. Staging is an essential ingredient in preparing your home for selling. Do not overlook its value. Remember the home is a product you are selling for the best price possible; no longer is it just your residence. Stage it for selling, not for how you live.

Price the home competitively:

Statistics show that without a doubt homes that linger on the market because they were over priced early sell for less than those priced appropriately in the first place. Buyers will not make you an offer if they believe your home is overpriced they will go elsewhere. Likewise, buyers looking for a home in the price range your home should be in will never even see the listing. Sold

and Active comparable listings are the most important information you have when pricing your home, do not underestimate their accuracy.

Selling your home alone is harder than it looks: Sellers often believe that hiring a professional to sell their home is a waste of money. After all, they know their home better than anyone else. Right? But that is not the reason a real estate professional is used. The REALTOR is the expert on the existing market and how your home will best be showcased. Her livelihood depends on the extensive knowledge in the industry and you benefit from all of her past clients' successes. A tour guide of your home is not necessary and everything else a REALTOR does more effectively and with more experience. The time you spend showing your own home to buyers that are unqualified and unmotivated will be reason enough to let the MLS system work for you. But also consider the security risks, the marketing costs and efforts, the lack of current knowledge of the marketplace and perhaps most importantly, the skills needed to draft a solid, enforceable sales contract with terms and conditions that protect you. Stick to what you do best and let the REALTOR do her job.

Hire the best REALTOR: Be certain your real estate professional is the right one for you. Ask for references, put value in the professional designations she has earned, and make certain you are comfortable with not only her personality and demeanor but in her advice. Advice given but not taken by you, her client, is a waste of time and effort. Listen, ask questions, discuss options but be certain you are comfortable with accepting advice from the professional you hire.



Provided by:

Nancy Halsema, ABR, CRS, GRI

I Do "HOUSE" Work!

(770) 315-0345 cell
(866) 633-0430

Nancy@Idohousework.com

<http://www.IDoHOUSEWork.com>;