

D

o you know the

potentially costly problems that can arise while selling your home? Get in the know and prevent them BEFORE they happen. My seven pearls of wisdom can help you get the results you want: to sell your home for the most money in the least amount of time. Get the components needed to sell here.



Pointers for Selling Your Home: Get it Right the First Time

Selling can be a long and stressful process, but it doesn't have to be. Following my few simple tips can help attract buyers, get the right price, and make the process as smooth as possible.

#1: Staging

Defined: *Getting your home ready for a buyer by neutralizing yourself.* They need to be able to see themselves, with their own furnishings, in your house. The trick is to realize that it's harder for them to envision themselves living there if it still looks like you are. You may love the way your home is set up and arranged, and that's fine. But your personal style will not be shared by everybody. You need to set your home up in a way that is appealing to most people. In a way that will allow buyers to really envision themselves living there- that is what you want, after all.

Tips To Make Your Home Show It's Best

- **Curb Appeal.** Grab people's attention as they come by and get them to want to see the inside. Flowers by the door can go a long way.
- **Clean Up.** This doesn't just mean picking up trash; tables, countertops and floors should have minimal "clutter." You don't want buyers to spend all their time looking through your knick-knacks when they should be looking at the home. You also want to remove family photos or diplomas—anything overtly personal.

- Get a professional cleaning. No matter how much of a neat freak you are, it's always a good idea to get an expert.
- Pets can be a turn off. Even if your dog or cat is as sweet as can be, some people just don't like animals.
- Lighting. You don't want your house to look dark and gloomy, like an evil villain's secret lair. Open windows. Make sure every room has bright, working lights– and don't forget to turn them on, of course!
- Keep it quiet. While the buyer is around, turn off dishwashers and washing machines. Leave the TV and any music off. Again, you don't want them getting distracted.

#2: Appraisal Knowledge

Be Careful About Appraisals

Appraisals are useful tools to determine mortgages, but will not always show the true value of your home. The home's true value will depend on the entire market (including foreclosures and other distressed sales), and this is the sort of thing buyers will look at when deciding on an offer.



#3: Make Your Home Available For Showings!



Availability Is Important

You wouldn't buy a house you couldn't see, and you're only going to go to so much trouble to get a look inside before you move on. This can be the most stressful part of the process, but there are ways to make it a little easier on your mental well-being.

Get A Lockbox And Set Showing Times.

This will allow access for Realtors, and you won't have to worry about weather or not someone will be home to let buyers in. The hours of 9-9 should allow maximum buyer exposure without impacting your life too much.

Expect Professional Photography

A professional photographer will create the perfect visual to entice clients into your home. Also, gi many people may not want to drive out to your house without some idea of what it looks like inside. Visual storytelling of a lifestyle in your home is a must.

Try To Be Flexible

It's not a fun process, but the more flexible you are, the sooner your home will sell. You don't need to have an open house. You can if you like, but if you'd rather have your weekend to enjoy, it's not a problem.

Consider A Broker Tour/Agent Caravan For Realtors.

Allowing Realtors to view your property will help them bring in better buyers.

#4: Realistic Price Setting

The market for when you bought your house may have been drastically different. **Don't let the price you paid dictate the price you set.** Check the market, see what houses like yours are selling for. See what houses in your neighborhood are selling for. If you price it too high, you won't get any good offers and will have to lower



#5: Understand The Law

A real estate contract is a legal document. Make sure you understand what you're agreeing too, or you may wind up in trouble. You don't want to make some small mistake and wind up having the transaction fall apart and put you at risk. Or, worse, you don't want to be take advantage of by unscrupulous agents or buyers.

#6: Know All Your Options



Make sure you have a comprehensive listing agreement, and make sure you understand it. Your situation may change, and selling may not be your best option. Or, perhaps your agent doesn't live up to their promises. Whatever the case, make sure you have the option to back out if you need it. Hopefully it will never be nec-

#7: Get An Experienced Realtor

Don't settle for good, GET THE BEST! This is probably the most important step. Getting the best Realtor can help you out with all the other pointers on this list. You want someone who knows what they're doing. You want someone who has time to work with you and communicates with you on a regular basis. You want someone you feel you can trust. You want someone you just plain like. Make your selection carefully, and the process of selling your house will become exponentially easier.



“My company's greatest assets are it's customers, because without YOU, there is no company. ...I may be small, but I am fully committed to your success!”

Insert a “Contact me form”