

SELLING YOUR HOME FAST AND FOR MORE

The Quick and Profitable Sale

Like everyone, you want your home to sell quickly and for top dollar. The truth is that there really are no secrets but a carefully crafted plan will help make this possible. It's all about presenting your home in the best way possible!

Preparation for a First Impression - Once most home owners have made the decision to sell their home they become excited and want to get it on the market as soon as possible. Taking time to make sure your home is market ready is one of the most important steps. A home put on the market in less than market ready condition is the quickest way to slow down the sale of your home. It will also keep you from getting top dollar. Consult with a Real Estate professional about what your home needs to be competitive in your area market. What they tell you may surprise you!

For example- Make sure you have a crisp and clean landscape. Make sure your home is clean and free of clutter. Make sure old repairs have been done correctly and the cosmetic repairs are of quality. Basically, you want to make sure your home appears clean and well maintained so prospective buyers feel they are considering a well-cared for home. Tip: Depersonalizing your home and making it free of any items pointing to political and religious views or family photos can help a prospective buyer imagine *them* living there and *not you*!

Pricing – Proper pricing is one of the most important parts of selling your home quickly and for top dollar. When a new home hits the market, it makes a splash...*if* it's priced right. Most people actively looking for a home are aware of all homes for sale in the area and what they have to offer. Do not play the game of overpricing and “seeing how it goes.” If you are pricing your home higher than the market allows, your home will likely be skipped when considering area homes and you will never get to the point of negotiating to a price that you “had in mind.” Your home will sit on the market for more days making it less desirable as prospective buyers begin to wonder *why that home* isn't selling. Then they start to assume you are desperate to sell and bring you a lower than average offers. It's a common mistake leading to a slow sell for less money. Also consider the ability of the home to appraise for what you are asking. Over market pricing limits the ability for a buyer to obtain financing.

Staging your home – Many people think of staging a home and assume this means spending hundreds or even thousands of dollars on flashy furniture and décor. While this *is* a great way to add a quick 10% to your home sells price there are alternative ways to achieve the same results. Simple actions such as decluttering, storing excess furniture, only displaying décor that belongs and keeping your home super clean go a long way. There are various websites that you can locate giving quick tips and helpful hints for low cost staging. Look around at these ideas and see what best fits your budget and time.

Professional Photography – Beautiful and professionally captured images that accentuate your homes features are going to be your “first impression” online. This is a crucial part of marketing your home because it's usually the very first thing a potential buyer sees. These are the images that will inspire people to visit your open house and add your home to the list of homes they intend to tour.

Unprofessional photos can cause your home to be over-looked. Make sure the Real Estate professional you choose is marketing your home in this very important way.

Prepare for a showing – As much as you may want to be there to help aid in the sale of your home, being present during a showing or open house is never a good idea. This can cause buyers to feel as though they are intruding and prevents them from engaging in conversations or thoroughly touring the property, which is an essential part of the process of selecting a home. Let your agent handle the collection of feedback from prospective buyers as this will generate more honest feedback.

Make sure your home is ready from front to back. Again, first impressions are everything! During the time your home is listed it should be kept as if a showing could happen anytime, because it could. Make sure your home is free of pets, pet accessories, laundry, dishes and any clutter making our home look unorganized. This immediately gives the impression that a home isn't well kept and doesn't have enough storage. Be sure your entire home has a pleasant and inviting smell.

Show your home's value – Creating a binder containing positive and informative facts about your home helps potential buyers consider things that they have not yet thought about. You can list upgrades you have done, hidden features, area places of interest and even samples of low utility bills. Few homes will have this type of information readily available so making it easy to locate will certainly make your home stand out!

I would love to guide you through the process of selling your home and get you started off on the right track to selling quickly for more!

