



## Seller's Guide

If the time has come to upsize, downsize, or relocate and you are faced with selling your home, below are some tried and true tips to help that process go more quickly and smoothly.

- **Beat the competition with condition.** As an individual homeowner, the way you can compete is on condition. Consider having a home inspection in advance of listing your home. If there are significant repairs, you may consider having some of those completed ahead of time. In any case, you will know going in what kind of concessions the buyer may be asking for rather than being surprised once you enter into a transaction. Also, make sure that the little nicks and scratches, doorknobs that don't work, and wonky handles are all repaired before you start showing your home.
- **Stage the exterior of your home too.** Stage the exterior with fresh paint, immaculate landscaping and even outdoor furniture to set up a Sunday brunch on the deck vignette. Buyers often fantasize about enjoying their backyards by entertaining and spending time outside.
- **Access is essential.** Homes that don't get shown don't get sold. Don't make it difficult for agents to get their clients into your home – if they have to make appointments way in advance, or can only show it during a very restrictive time frame, they will likely just cross your place off the list and go show the places that are easy to get into.
- **Get real about pricing.** Today's buyers are very educated about the comparable sales in the area, which heavily influence the fair market value of your home. To make your home competitive, have your agent get you the sales prices of the three most similar homes that have sold in your area most recently, as well as the list prices of homes currently on the market in your area. Do a little comparison between your home and those other homes, i.e. condition, upgrades, etc. Then work with your agent based on that information to come up with a list price that will make your home most attractive to buyers.



- **Get clued into your competition.** Work with your agent to get educated about the price, type of sale and condition of the other homes your home is up against. Attend some open houses in your area and do a real estate reality check: know that buyers that see your home will see those homes, too – make sure the real-time comparison will come out in your home’s favor by ensuring the condition of your home is up to par.
- **De-personalize.** Do this – pretend you’re moving out. Take all the things that make your home “your” personal sanctuary (e.g., family photos, religious décor and kitschy memorabilia), pack them up and put them in storage. Buyers want to visualize your house being their house – and it’s difficult for them to do that with all your personal items marking the territory as yours
- **De-clutter.** Keep the faux-moving in motion. Pack up all your tchotchkes, anything that is sitting on top of a countertop, table or other flat surfaces. Anything that you haven’t used in at least a year? That goes, too. Give away what you can, throw away as much as possible of what remains, and then pack the rest to get it ready to move.
- **Listen to your agent.** If you find an experienced real estate agent to list your home, who has a successful track record of selling homes in your area, listen to their recommendations! Find an agent you trust and follow their advice as often as you can.

If you have any questions at all, please don’t hesitate to give me a call or drop me an email for a pressure-free, cost-free consultation about your next steps.

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