

### Ten Tips for Selling Your Home:

- 1. Pricing is key** - Today's buyers are very educated about the comparable sales in the area, which heavily influence the fair market value of your property. To make your home competitive, have your broker or agent create a Comparative Market Analysis. It's important to not only look at the past sold comparables but to also look at what competition is currently on the market. Allow your agent to help guide you and set reasonable expectations on pricing.
- 2. 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.
- 3. Offer as much information on your property as you can** - Provide your agent and buyers repair records, surveys, builder information, warranties, subdivision plats, homeowner association documents, etc. The more information you can provide a buyer the better.
- 4. Beat the competition with condition** - As an individual homeowner, one way you can compete with other properties is on condition. Get as many repairs done as possible. Make sure that the little nicks and scratches, doorknobs that don't work, blown out light bulbs, and broken blinds are all repaired before you start showing your home. Consider hiring a house cleaner once a week to keep your place in tip-top show condition.
- 5. Let your neighbors know that your property is for sale** - Invite your neighbors to your open house – turn it into a block party. That creates opportunities for your neighbors to sell the neighborhood to prospective buyers and for your neighbors to invite house hunters they know who have always wanted to live in the area.
- 6. Smells** - Smell is a powerful sense. Get rid of all pet, smoke, dirty clothes and sporting equipment smells. Bake cookies or light candles before buyers come to see your property.
- 7. Stage the exterior of your home too** - Stage the exterior with fresh paint, immaculate landscaping and even outdoor furniture. Get rid of all that dog poop that shows up in the yard after the snow melts.
- 8. Know your competition** - Work with your broker or agent to get educated about the price, type of sale and condition of the other properties that your property 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.
- 9. De-personalize & de-clutter** - Pretend you're moving out. Take all the things that make your home "your" personal sanctuary (e.g., family photos, religious decor, trophies) and 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.
- 10. 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 the area, listen to their recommendations! Find an agent you trust and follow their advice as often as you can.