

HOMES&LAND[®]

SELLING MADE SIMPLE

WHAT'S INSIDE

- How to Get the Best Possible Price
- Turn Your Home Into a Showcase for Buyers
- Setting the Stage
- Preparing for your Open House

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HOW TO GET THE BEST POSSIBLE PRICE FOR YOUR HOME

Establishing the Value of Your Home

In order to set the “right” price for selling your home you need to know comparable prices, available inventory, and trends in the real estate market. Your agent will help you make a sound decision based on your home’s true market value. This is determined with a Comparable Market Analysis (CMA) which examines your home’s offerings against recent sales, as well as current and expired listings.



8 must Do's and Don'ts for selling your home.

DO'S

Do weigh the advice of your real estate professional.

Do consider offering incentives:

- If in a hurry to sell, price the house just below market value
- Provide seller financing
- Purchase and provide a home warranty
- Offer your agent a closing bonus in addition to the commission if your home is sold before a specific time

Do make a list of your home's special features and any upgrades in which you have invested to justify the price.

Do consider your estimated expenditures. Manage your expectations of any potential profit your home might render by calculating the net proceeds. Items that usually affect the seller are remaining mortgage obligations, taxes, agent commissions, repairs and closing costs.

Don't be emotional and argumentative about price. Properly pricing your home increases the likelihood of a timely sale. If you are insistent upon a higher than recommended price point, be prepared to wait it out as there is a chance your house will sit on the market longer. Condition of the home, price and timing are the three main variables in real estate sales.

Don't assume that offering a cash discount for a needed repair is as effective as fixing it. Buyers often prefer to buy a home in working order. Offer both options to see what the buyer prefers.

Don't expect that every upgrade or remodeling expense will increase your listing value. Certain items can have an impact or a good rate of return, while other features might simply help in making your home more attractive to buyers.

Don't forget to work with your tax professional regarding potential tax savings or capital gains for the sale of your home.



SELLERS CHECKLIST

Use our “sell it fast” checklist to turn your house into a showcase for buyers

Tidy-up & Organize

- Steam clean existing carpet, clean tile and grout, polish hardwood floors
- Scrub bathrooms and kitchen
- Dust and polish all furnishings
- Dust or wash blinds; wash or replace window treatments
- Clean all appliances inside and out
- Organize items in boxes and create a separate space for storage—don't stuff the clutter in closets
- Consider hiring a cleaning service on a weekly basis
- Air out your home and replace air filters
- Be mindful of pets bowls, cages, & litter boxes
- Remove clutter from all countertops

Curb Appeal

- Pressure wash or freshly paint your home's exterior
- Clean and align gutters
- Wash windows
- Repair outdoor light fixtures and replace burned out bulbs
- Reseal driveway and repair walkways and steps
- Freshen landscaping by removing weeds, trimming lawn and shrubbery, and add a splash of color with annuals if season appropriate
- Replace worn door-mats

TURN YOUR HOME INTO A SHOWCASE FOR BUYERS

Get Your Home in Picture-Perfect Condition

There is a reason why the language of real estate sales includes terms like “showing” and “staging.” A home needs to be tidy, clutter-free and camera-ready before it hits the market. Buying a home is a sensory experience. That’s why a home must look, feel and even smell appealing. The property needs to be well maintained throughout the sales period since potential buyers can surface at any time. Fixing broken items and refreshing the home helps make the sale happen faster.





SETTING THE STAGE

Empty rooms can make it harder for buyers to envision how their own furniture may look in a new home. Having minimal furniture and decor can make homes more appealing to prospective buyers. “Staging” or showing your home in the best light is extremely important for getting your home sold quickly.



STAGING TIPS

Use these 9 easy steps to help sell your house

1. Make repairs and get organized before marketing your home in any fashion. This particular rule should apply whether you have already moved and your house is vacant or if you are still occupying the space.
2. Liven up your house with fresh flowers and plants; however, be careful not to overwhelm the space. Safely placed candles can also add to the ambience.
3. Play soft and soothing background music.
4. Bake cookies to emit the fragrances that trigger “homey” feelings, arrange bowls of potpourri, install air fresheners, or burn oils that release proven natural comfort aromas like vanilla, apple or cinnamon.
5. If appropriate, in colder months have a fire in the fireplace.
6. Brighten up dark corners by turning lights on in every room.
7. Keep window treatments and blinds open to provide unobstructed views.
8. Leave a closet door open to make the organized and ample space obvious.
9. Put freshly folded towels in the bathrooms.

TIPS ON PREPARING FOR AN OPEN HOUSE

Holding an Open House is an effective way to market your home to qualified buyers. Here are some tips for a successful event.

- Your agent should publicize the Open House approximately one week before it occurs. If your home is not on a main road provide specific directions in all advertising materials.
- Arrange for permission to hold the Open House if you are part of a homeowners' association or CDD (Community Development District).
- As a courtesy, notify your neighbors about the upcoming event. Some neighbors will stop in for a visit to satisfy their own curiosity and compare—they can provide good word-of-mouth advertising.
- On the day of the Open House make sure directional signs are properly displayed along the most common routes leading up to your street.
- Keep your driveway clear to allow for parking.

OPEN HOUSE CHECKLIST



Inviting strangers into your home is a necessary part of selling. Here are some tips for securing your home.

- Your agent should have a sign-in sheet for anyone who enters. Many companies now ask visitors for identification and record their driver's license numbers for safety reasons.
- Pack away and lock up any prescriptions, collectibles, jewelry and valuable items.
- Arrange for your children to be taken care of by guardians away from your home.
- Secure pets off site or in a safe and private space within the home where no one can let them out.
- Secure financial information and records. Lock away items representing private matters or personal hygiene.
- Deter people from using your bathrooms by tying down the toilet bowl cover with a pretty ribbon and placing a tent card on sinks that politely requests they not be used.

