

SELLING YOUR HOME EFFECTIVELY

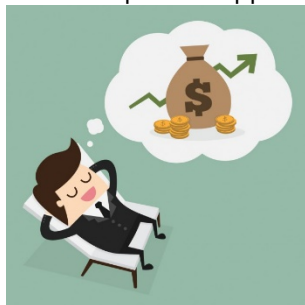
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Informational asymmetry is the idea that one party holds better or more information than the other. Real Estate agents use this to gain more power in transactions, often times creating leverage for their clients. In today's era, where information is readily available through the internet, the disparity between each party's knowledge is diminishing. However, this comes with a caveat, in which the internet can sometimes provide too much information, flooding out what is relevant to the consumer. The goal of this page is to inform potential clients about real estate ideas, and at the same time provide relevant and important information, so that any decision that will be made will be the right one. So without further ado, let's introduce the first topic for this page -- how to effectively sell your home!

SET THE PRICE OF YOUR HOME

This is the biggest determinant of whether your home will sell fast or sit on the market for too long. In any economic transaction, a buyer is more willing to take a step forward if there is an incentive. Buyers are interested in getting the best deal possible and if they see a home that is above market price, the incentive is just not there. So you might be wondering, how do you determine what is the right price?

Popular real estate websites such as Zillow frequently give an estimate on a home value by using the sales comparison approach. In this approach, similar properties that were recently sold in around your area are compared and contrasted to your property to accurately forecast a true prediction of your home value. On numerous occasions this approach is enough, but instances do exist where your home may be unique and not enough similar homes exist to be compared. In that case, different valuation approaches might be used. This is where a person might need assistance from a real estate agent. Real estate agents perform comparative market analysis to assess home value and tailor it to a client's specific goals, whether they want to sell quickly or wait until there is a buyer out there that will pay them specifically what they want. Ultimately though, if you want to sell your home, the right price needs to be determined.



STAGE YOUR HOME

Now that you have determined a price, it's time to show off your home.

CURB APPEAL

Curb appeal is a buyer's first impression of your home. Imagine a buyer driving on a sunny day, with the windows down playing the latest song by Taylor Swift, on his way to view a property with excitement and jubilation, only to arrive at a property that quickly changes his expression. He becomes horrified and appalled looking at the weeds on the burdensome lawn, the unkempt landscape, the chipped paint and the overwhelming large cloud looming over the home. It's a stark contrast, but the idea is that a seller must do everything to make a great first impression. It's important that the lawn is mowed, the

weeds pulled, the house painted, the leaves raked, and the front cleaned. It just takes a little bit of effort to nail that first impression.

INTERIOR

The price is set and the curb appeal for the property is highly attractive. Now it's time to take care of the inside. When a buyer is looking through the property, they should be able to easily imagine themselves in that house. **Depersonalizing** your home is the first step in achieving this. Gently take down any family photos you might have around the house, any religious symbols, or political posters. Although these images may mean a lot to you, it might not resonate with a potential buyer who is trying to imagine their family living there.

Just like creating curb appeal, **decluttering** and **organizing** the interior of the home is paramount in creating an inviting environment. Be sure that the kitchen is clean, the dishes are done, the utensils put away, the carpet vacuumed, the floor mopped, the counters wiped, the dust gone, the pillows tucked, and the rooms organized. Then, **get rid of any foul smells** that might be in the house coming from pets or the carpet. You can light candles and spray scents to give the house a nice warmth when a buyer is looking around. Taking it further, if you're so inclined to do so, you can even bake cookies to provide much needed chocolatey nutrients and energy for prospective buyers!



Another important, yet overlooked aspect, of creating an inviting environment is **lighting**. A bright, well lit room is synonymous with comfort as well as warmth, whereas a dark room is going to give an impression of gloominess and grief. A buyer's viewing experience is more emotional than logical, so it's important that the home is inviting and exudes a warm vibe.

MARKET YOUR HOME

This is another instance where a real estate agent's professional experience would greatly assist the seller. However, if a person is inspired and motivated enough, he could do it himself. The first step is **taking high quality pictures** of your property. To do this, use a professional camera or a high resolution camera phone. Take the picture when the rooms are well lit and take them at angles that showcase the home's quality and openness. Take the photos during the golden hour of photography, shortly after sunrise or shortly before sunset.

The next step is to **list your home**, either through a real estate agent or through websites like www.forsalebyowner.com. Here, give an accurate description of your home, and highlight the most impressive features and qualities. Include anything that might catch a buyer's attention and attract them towards a visit. **Advertise** your home to your friends and family through word of mouth or social media, so if they know anyone that might be looking for a future home, they can point them towards your property. **Allow an open house** format, where many potential buyers can take in all that your property has to offer. This is a great way for sellers to showcase their property as it allows the physical



presence of multiple buyers to create a bubble of desirability. This bubble expands as more prospects are showing interest in the home, which leads to larger offers than buyers would typically make to beat out the competition. Be certain to advertise the open house correctly to attract the maximum number of possible buyers. Of course this list is not exhaustive, but mainly serves to give a general idea on how to effectively show your home's true value.

FIND A BUYER

If you have done everything that was mentioned before, then certainly you have at least one potential buyer, if not more. If more than one buyer exists, then you, the seller, have negotiating power and can make a choice on which offer will serve you the best. The seller can negotiate who pays closing cost, eliminate any contingencies that buyers might have, counteroffer expecting more earnest money, and even choose a buyer that would be the best fit for the neighborhood. Sellers can arrange comfortable moving out dates, remove any unnecessary requests that complicate the offer, and move the sale along more quickly if multiple offers are on the table. This step involves a lot of paperwork and communication between both the selling and buying parties, but can be simplified if the seller has negotiating power. Disclosures have to be given, information needs to be checked, and paperwork needs to be completed and signed. Real estate agents are a great asset in accomplishing this if the seller does not have the time or resources to efficiently run through this process. A lot of subtleties go



into completing a real estate transaction, after all it's frequently the largest transaction a person is going to make in his lifetime! With such high stakes, high stress and pressure is common and it's comforting to hire a professional real estate agent. It's not necessary, but it makes life a whole lot easier when there is a person with the right information doing the job for you.

I hope this article gave some insight on what it takes to sell your home efficiently and quickly. Please share this information to anyone that you might think will benefit

from it and comment to share your thoughts and if there is any particular topic that you would like me to write about in the future. I always invite any questions, concerns or even any helpful tips that might make this page a more interactive and resourceful experience for everyone involved. So please do not hesitate to contact me by either e-mail or phone at droyalrealty@gmail.com or 209.747.6337



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