



10 STEPS TO SELLING YOUR HOME



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#10: Price it Right From the Start

Your listing agent should be able to make an accurate market analysis of your home and work with you to determine the right price to put it on the market. Overpricing a property is one of the biggest mistakes sellers can make. You want the most potential buyers, which gives your home maximum exposure. Nothing is more appealing to a prospective buyer than a suitable, well priced home in a very desirable area.



#9: Get your home inspected

Most basic inspections range from \$200 to \$400, according to a 2015 survey from the American Society of Home Inspectors, because the buyers will get one anyway prior to closing. It is recommend, because it gives sellers an early warning on any repairs they might have to make. It is better to be proactive. Rather know what the inspector is going to find and be able to fix it and pick who will fix it. It also allows the seller to shop around for the best price instead of perhaps paying a higher price later on.



#8: Shape up Before Marketing

A buyer's market means you have got more competition. Sellers need to put the best foot forward. If your home is not appealing to be in good repair, potential buyers will not even stop. Some sellers feel it is OK to skip this step and take less, but if the home is not appealing you may not get the chance to negotiate. Six weeks before you want to put it on the market is a great time to get it done. Seller does not need to renovate, but make sure everything looks great and works well. There are some things they can do to make their home stand out:

- **Clean, Remove Unnecessary Items and Depersonalize:** The fewer things there are in the home, the larger it will look, so remove knickknacks and excess furniture. Also take down family photos, religious items and political posters so prospective buyers can envision their family in the house, not yours. Finally, you may want to hire a cleaning service to do a deep cleaning.
- **Update the Interior and Exterior.** Paint the whole apartment, if it needs it, or just the doors to freshen up. With new fixtures are all fairly easy and affordable ways to give your home a makeover. Maximize your chances of people being excited about your listing when it hits the market.



#7: Half Empty the Closets

Storage is something every buyer is looking for and can never have enough of. Take half the belongings out of your closets then neatly organize what is left in there. Buyers will snoop, so be sure to keep all your closets and cabinets clean and tidy.

#6: Light it up

Maximize the light in your home. After location, good light is the one thing that every buyer names that they want in a home. Take down the drapes, clean the windows, change the lampshades, increase the wattage of your light bulbs and let in sunshine. Do what you have to do make your home bright and cheery.



#5: Remove Your Pets

You might think a cuddly dog would warm the hearts of potential buyers, but you would be wrong. Not everybody is a dog or cat lover. Buyers don't want to walk in your home and see a bowl full of dog food, smell the kitty litter box or have tufts of pet hair stuck to their clothes. It will give buyers the impression that your home is not clean. If you are planning an open house, send the critters to a pet hotel for the day.



#4: Make Sure Your Listing is on All the Major Websites

More and more buyers are now looking for houses online. There are over 250 real estate websites that can be easily accessed using the internet today. Have your home listed on sites that are mobile optimized. Busy customers will always prefer their smart phones or tablets over to their laptops to navigate online. Make sure your property is listed on all major real estate sites like Zillow, Homefinder, Hotpads, Trulia and Realtor.com. It also helps if your agent showcases the home on social media where they share listings.



#3: Ensure the Listing Has Good Photos, and Lots of Them

Most homebuyers start their search online and decide which homes they want to see based on the photos. You probably want something better than snapshots taken quickly with your agent's phone. Sometimes getting the right angle can make the difference between a room looking boring and a room looking amazing. It is also helpful to provide a walking tour before the buyer steps foot in the home by hosting the video online.

#2: Make the Property Easy to Show

The more flexible you are about showings, the more people will be able to see your home. Be ready for prospective visitors early in the morning, at night and on weekends, with little notice and it has to be in tip-top shape. Do not leave dishes in the sink, keep the dishwasher cleaned out, the bathrooms sparkling and make sure there are no dust bunnies in the corners. It is a little inconvenient, but it will get your house sold. Also, leave when the house is shown so would be buyers can feel free to move around without feeling like intruders and discuss the home's pros and cons honestly.



#1: The First Impression is the Only Impression

No matter how good the interior of your home looks, buyers have already judged your home before they walk through the door. You never have a second chance to make a first impression. It is important to make people feel warm. Neat up your home's exterior with inexpensive shrubs and brightly colored flowers. You can typically get a 100-percent return on the money you put into your home's curb appeal. Entryways are also important. You use it as a utility space for your coat and keys. But, when you are selling, make it welcoming by putting a vase of fresh cut flowers or even some cookies.

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