

Home Seller's 3-Step Guide

to SELLING FAST, for the BEST PRICE



1 Make Your Home Look Its Best.

- Finish the unfinished projects - buyers hate “to do” lists even more than you.
- Clear the way to top offers - you are going to move anyway, so kill two birds with one stone by pre-packing. Clear out all the clutter and all items that make a strong personal statement. Move out oversized furniture and extra furnishings. “Less is more” when staging a home.
- Make it a show home:
 - Start outside. Your home's curb appeal is the primary deciding factor for whether buyers will take a closer look.
 - Give it a good cleaning top to bottom. Be sure the kitchen and bathrooms sparkle.
 - Touch up chipped paint and put a fresh, neutral color on dingy or dated areas. Don't be afraid of color, but be sure it's warm and neutral. Remember, fresh paint gives you the absolute best return on your money.
 - New bed linens, light fixtures and window treatments are a great way to update a room with minimal investment. Be careful not to cut out too much natural light. If a room feels dark or dreary add a couple of lamps. The more light, the more spacious and cheerful a room feels.

2 Maximum Exposure

- Now that your house looks great, we need everyone who is looking for a home to know it's available.
- That means a complete listing on the MLS so the 3,500+ agents in town currently working with buyers see it. It means highly visible yard signs and directionals, eye-catching brochures, breath-taking virtual tours easily accessible to everyone, internet marketing, neighborhood fliers, and advertisements on every other marketing medium available - TV included.



3 Get The Most Bang For Your Equity Bucks

- If you decide you can't give your home the exposure it needs by yourself, be sure to shop the market before hiring a professional. Some high-commission agents use their fees primarily for promoting themselves and leasing new vehicles, while some low-commission agencies don't even offer the vital, full co-operation fee to buyers agents. Bottom line - make sure your money is being used to it's maximum effect in marketing your house.
 - Ask for references or past client testimonies and look at the agent's track record.
 - Take a close look at their marketing plan.
 - Use the enclosed Agent Comparison Check List when interviewing to ensure you get the best service for the best price.

