

Factor 1 PRICING

It is very important to price your property at a competitive market value right when you list it. The market is so competitive that even over-pricing by a few thousand dollars could mean that your house will not sell. Most often your first offer is usually your best offer.

An overpriced home:

- Minimizes offers
- Lowers showings
- Lowers agent response
- Limits financing
- Limits qualified buyers

*When you think about it,
80% of the marketing
is done when we
decide on what price
to list your home.*



Question:

Why shouldn't I price my house a little high, since I can always drop the price later?

Answer: That's a strategy that sounds good – but, in fact, is more likely to result in a lower price. Here's why. The first few weeks a house is on the market is when it will have the most activity. If a house is overpriced, it has to compete with houses at that higher price level, which are almost certainly larger or have newer/more luxurious features.

So the overpriced home is unlikely to attract an offer. Worse yet, those first weeks are when real estate agents preview the house. If it's overpriced, they may not even bother to show it to their buyers. Eventually, the seller will have to drop the price – and may end up with an even lower price because buyers will wonder why the house has been on the market so long and may factor that into their offer.

For people unwilling to list a property at current market value, I usually recommend holding off on putting the property on the market for awhile.

Factor 2 MAKE YOUR HOME SHOW READY

Declutter and depersonalize! Buyers want to be able to picture themselves in the home. This is easier to do with neutral décor and less crowded spaces. Because you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space!

Most people are turned off by even the smallest amount of uncleanliness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands, of dollars more. Consider hiring a professional cleaning service while your house is on the market.



Odors must be eliminated, especially if you have dogs, cats, or young children in diapers, or if you are a smoker. You may not notice the smell, but the buyers do! Most agents have a difficult time communicating to their sellers about odor. If you employ an agent to get the most amount of money for you, please don't take offense if he/she must confront you about odor problems.

When your home is being shown, be sure to do the following:

- Plan to be elsewhere to allow the buyers to be at ease and let the agents do their job
- Keep all lights on, including exterior lights
- Keep all curtains and shutters open
- Keep all doors unlocked



Factor 3 IMPROVEMENTS

Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. Most walls have normal wear & tear and can benefit from a fresh coat of paint to give the right impression.

If your carpet is worn, dirty, outdated, or an unusual color, you should consider replacing it. Many houses do not sell because of this problem. Don't think that buyers have more money than you do to replace carpet. They don't. They simply buy elsewhere.



There may be other minor improvements that you can make for a low cost that have a significant impact, such as replacing light fixtures and door or cabinet hardware. Your Realtor should advise you as to what improvements will be most beneficial.

Factor 4 CURB APPEAL

The first impression a buyer gets of your home is from the curb. If a buyer does not like the outside, they may not stop to see the inside! Your front yard immediately reflects the inside condition of your house to the buyer. Make certain the trees and bushes are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Add colorful flowers and mulch to flower beds. Walkways should be swept. The front door should be freshly painted or freshly stained. Clean away debris. This all adds to curb appeal.



Well, now you know all of the 4 main factors to getting top dollar for your property: PRICING, SHOW READINESS, IMPROVEMENTS and CURB APPEAL. If you carefully consider these factors, you will maximize your chances of selling your property within the first weeks for top dollar!

There is a Difference in Realtors, and it Matters!