

# 28 Tips You Should Know To Get Your Home Sold Fast and For Top Dollar

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*"...discover how to protect and capitalize on your most important investment.."*

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Because your home may well be your largest asset, selling it is probably one of the most important decisions you will make in your life. To better understand the home selling process, this guide has been prepared from current industry insider reports and our 39 years of successfully helping over 2,000 clients. Through these 28 tips you will discover how to protect and capitalize on your most important investment, reduce stress, be in control of your situation and make the most profit possible.

## 1. Understand Why You Are Selling Your Home

Your motivation to sell is the determining factor as to how you will approach the process. It affects everything from what you set your asking price at to how much time, money and effort you're willing to invest in order to prepare your home for sale. For example, if your goal is for a quick sale, this would determine one approach. If you want to do a longer time frame, the sales process might be a different approach.

## 2. Keep the Reason(s) You are Selling to Yourself

The reason(s) you are selling your home will affect the way you negotiate its sale. By keeping this to yourself you don't provide ammunition to your prospective buyers. For example, should they learn that you must move quickly, you could be placed at a disadvantage in the negotiation process. To protect you and when asked, we simply say that your housing needs have changed. Remember, the reason(s) you are selling is only for you to know. We never say "Motivated Seller" because that means a lower price will be offered.

## 3. Before Setting a Price - Do Your Homework

By helping you set your price, we make buyers aware of the absolute maximum they have to pay for your home. As a seller, you want to get a selling price as close or equal to the list price as possible. If you start out by pricing too high you run the risk of not being taken seriously by buyers and their agents and pricing too low can result in selling for much less than you were hoping for.

### **Setting Your Home's Sale Price**

*If You Live in a Subdivision* - If your home is comprised of similar or identical floor plans, built in the same period, we do a detailed and current analysis of your neighborhood subdivision to give you a real and true value of what your home is worth.

*If You Live in An Older or Custom Homes Neighborhood* - As neighborhoods change over time each home may be different in minor or substantial ways. Because of this we will probably find that there aren't many homes truly comparable to your own. We will do the same detailed analysis to make sure you get the highest market value.

## 4. Do Some "Home Shopping" Yourself

One way to learn about your competition and discover what turns buyers off is to check out houses for sale, if any in your community. We will be happy to show you the homes for sale to note floor plans, condition, appearance, size of lot, location and other features. Particularly note not only the asking prices but what they are actually selling for. Remember, if you're serious about getting your home sold fast, don't price it higher than your neighbor's unless your home has more amenities. We can and will be able to provide you much more detail than you can find on your own.

## 5. When Getting an Appraisal is a Benefit

Sometimes a good appraisal can be a benefit in marketing your home. Getting an appraisal is a way to feel good about and defend your asking price. However, an appraisal does cost money, has a limited life,

and there's no guarantee you'll like the figure you hear. We will know if the number is correct based on our already completed research.

## **6. Tax Assessments - What They Really Mean**

Some people think that tax assessments are a way of evaluating a home. The difficulty here is that assessments are based on a number of criteria that may not be related to property values, so they very rarely reflect your home's true value.

## **7. Deciding Upon a Realtor ®**

According to the National Association of Realtors, almost all of the people surveyed who sell their own homes say they wouldn't do it again themselves. Primary reasons included setting a price, marketing handicaps, liability concerns, time constraints and dealing with unreasonable buyers.

When deciding upon a Realtor®, only consider one who is using the most up to date strategies regarding the marketing of your home as the on line marketing that works and is necessary in today's market can change by the week. Very important is one who is willing to have an investment of \$2,000 to \$4,000 or more of their own money to create and do the marketing necessary to make sure your home is promoted and advertised to the fullest possible audiences.

This includes Target Marketing using Nationwide Mailing List Brokers to find the most opportune buyers for your type and price range of home, On Line and Off Line specific marketing, professional photographer who uses drones, professional web site created for your home that is used in all the marketing, custom full color, 7+ page brochures for buyers who visit your home, brochure box on the For Sale sign for 24 hour advertising, notification using 8X10, full color, 2 sided post cards to every house in your and surrounding communities that the house is for sale, notification to every agent in the entire South Florida area that the home is for sale. This also means using specific marketing prior to it actually going on the market to find a buyer so as to avoid all the stress of selling.

Be as wary of quotes that are too low as those that are too high. All Realtors® are not the same! I am a professional Realtor® who knows the market and have information on past sales, current listings, a marketing plan like the one above plus more and will provide background, track record and references. Evaluate only candidates who will provide a total package of information prior to your first meeting. Make your initial decision carefully on the basis of experience, qualifications and professionalism. Be sure you choose someone that you trust and feel confident that they will do a good job on your behalf. We offer this: It's never about us. It's Only and Always About You. Just Give Us 1% of Your Trust and We Will Earn the Other 99%.

## **8. Ensure You Have Room to Negotiate**

Before settling on your asking price make sure you know what your lowest sale price will be. Then check your priorities to know if you want to price higher because you want to sell quickly, but equal or closer to market value.

## **9. Appearances Do Matter - Make them Count!**

Appearance is so critical that it would be unwise to ignore this when selling your home. The look and "feel" of your home will generate a greater emotional response than any other factor. Prospective buyers react to what they see, hear, feel, and smell even though you may have priced your home to sell.

## **10. Invite the Honest Opinions of Others**

The biggest mistake you can make at this point is to rely solely on your own judgment. Don't be shy about seeking the honest opinions of others. You need to be objective about your home's good points as well as bad. Fortunately, we will be honest about discussing what should be done to make your home more marketable.

## **11. Get it Spic n' Span Clean and Fix Everything, Even If It Seems Insignificant**

Scrub, scour, tidy up, straighten, get rid of the clutter, declare war on dust, repair squeaks, the light

switch that doesn't work, and the tiny crack in the bathroom mirror because these can be deal-killers and you'll never know what turns buyers off. Remember, you're competing with other resale homes.

## **12. Allow Prospective Buyers to Visualize Themselves in Your Home**

The last thing you want prospective buyers to feel when viewing your home is that they may be intruding into someone's life. Avoid clutter such as too many knick-knacks, etc. It's Ok to have a few family pictures but not so many that it distracts the buyers from the rest of the home. Decorate in neutral colors, like white, beige or light gray and place a few carefully chosen items to add warmth and character. You can enhance the attractiveness of your home with a well-placed vase of flowers or potpourri in the bathroom. Home decor magazines are great for tips.

## **13. Deal Killer Odors - Must Go!**

You may not realize but odd smells like traces of food, pets and smoking odors can kill deals quickly. If prospective buyers know you have a dog, or that you smoke, they'll start being aware of odors and seeing stains that may not even exist. Don't leave any clues.

## **14. Be a Smart Seller - Disclose Everything**

Smart sellers are proactive in disclosing all known defects to their buyers in writing. This can reduce liability and prevent law suits later on.

## **15. It's Better With More Prospects**

When you maximize your home's marketability, you will most likely attract more than one prospective buyer. It is much better to have several buyers because they will compete with each other; a single buyer will end up competing with you.

## **16. Keep Emotions in Check During Negotiations**

Let go of the emotion you've invested in your home. The old saying is "It's not your home anymore. It's now a marketing piece." You'll definitely have an edge over those who are too emotional in the situation.

## **17. Learn Why Your Buyer is Motivated**

The better we know a buyer the better we can use the negotiation process to your advantage. This allows us and you to control the pace and duration of the process. We ask as many questions as possible about buyers that are interested after seeing your home. As a rule, buyers are looking to purchase the best affordable property for the least amount of money. Knowing what motivates them enables us to negotiate more effectively. For example, does a buyer need to move quickly. Armed with this information we are in a better position to negotiate on your behalf.

## **18. What the Buyer Can Really Pay**

As soon as possible, we learn the amount of mortgage the buyer is qualified to carry and how much his/her down payment is. If their offer is low, we ask their Realtor® proof about the buyer's ability to pay what your home is worth.

## **19. When the Buyer Would Like to Close**

Quite often, when buyers would "like" to close is when they need to close. Our knowledge of their deadlines for completing negotiations again creates a negotiating advantage for you.

## **20. Be Very Careful About Signing a Deal on Your Next Home Until You Sell Your Current Home or It Is Under Contract**

Unless you are in the financial position to do so, beware of closing on your new home while you're still making mortgage payments on the old one or you might end up becoming a seller who is eager (even desperate) for the first deal that comes along.

## **21. Moving Out Before You Sell Can Put You at a Disadvantage**

It has been proven that it's more difficult to sell a home that is vacant because it becomes forlorn looking, forgotten, no longer an appealing sight. Buyers start getting the message that you have another home and are probably motivated to sell. This could cost you thousands of dollars.

## **22. Deadlines Create A Serious Disadvantage**

Unless absolutely necessary, don't try to sell by a certain date. This adds unnecessary pressure and is a serious disadvantage in negotiations.

## **23. A Low Offer - Don't Take It Personally**

Invariably the initial offers can be below what both you and the buyer knows they will pay for your property. Don't be upset, we help you evaluate the offer objectively. We ensure it spells out the offering price, sufficient deposit, amount of down payment, mortgage amount, closing date, any special requests plus many other factors. This can simply provide a starting point from which we can negotiate for you.

## **24. Turn That Low Offer Around**

You can counter any offer. This lets the buyer know that the first offer isn't seen as being a serious one. Now we will be negotiating only with buyers with serious offers.

## **25. Maybe the Buyer's Not Qualified**

Because we would have requested a full pre-approval letter from the buyer's mortgage company, this should not be an issue. But if you and I feel that the buyer should be financially checked out, I will have already spoken directly to the buyer's mortgage broker to make to make sure the buyer is qualified to carry the size of mortgage the deal requires. I always inquire how they arrived at their figure and, if needed, show them the comparable prices of homes sold in your neighborhood.

## **26. Ensure the Contract is Complete**

To avoid problems, I ensure that all terms, costs and responsibilities are spelled out in the contract of sale. It should include such items as the date it was made, names of parties involved, address of property being sold, purchase price, where deposit monies will be held, date for loan approval, date and place of closing, type of deed, including any contingencies that remain to be settled and what personal property is included (or not) in the sale plus much more.

## **27. Resist Deviating From the Contract**

For example, if the buyer requests a move in prior to closing, we just tell you to say no. Now is not the time to take any chances of the deal falling through.

## **28. Finally and of a Lot of Importance**

Get our Head Start Program at least 3 months or more prior to considering a move. This is the time to find out about how to increase your home value by up to \$10,000 or more by using some very inexpensive strategies that vary depending on the condition of your home. This is a Free Evaluation and with suggestions for using well qualified vendors referred by us. You may already have some of your own vendors needed from past jobs done for you.

This list is very valuable information that will help make your selling process with the least amount of stress possible. We hope you feel better prepared for when you're ready to consider a move.

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