



SELLING YOUR HOME QUICKLY

There is a lot of competition for sellers, so you must be one of the best deals in your area. Here are some tips to remember:

- 1. Think like a buyer.** Go into homes for sale to see what the competition is doing and which home you would buy. You'll learn a lot.
- 2. Staging is critical.** Implement the "3 C's" to make your home look its best: Clean, Clutter Free and in neutral Colors which tend to make spaces look larger. When you want to sell, box up things you can live without so your home appears more spacious, and buyers have less to "look through" to imagine their belongings in your space. Remove old curtains and hang wood blinds; remove family photos and personal knickknacks, and use higher watt light bulbs. Decorate your home with fresh flowers and a wonderful scent using candles or homemade cookies or bread.
Kitchen: Clear countertops of clutter, including small appliances. Remove magnets and other items from fridge. Add fresh towels.
Bathrooms: Remove toiletries from counters and hang new shower curtain and towels.
Bedrooms: If you have a king-size bed that takes up most of the space, replace it with a smaller bed to make the room appear larger. Make sure bedspreads and comforters are clean. Box up extra clothes to make the closet appear organized and spacious.
- 3. Curb appeal matters.** Paint front door and trim if needed and trim shrubs. Keep yard manicured. In summer add potted plants near entry; in winter keep sidewalks shoveled.
- 4. Price is critical.** Price your home aggressively to sell it in a competitive market. Don't overprice since that will only serve to sell everyone else's homes. If your home is priced a bit under the competition, it will sell, while the others continue spending time and money on payments and marketing.
- 5. Incentives.** Consider paying buyers' closing costs, moving costs, HOA fees, taxes, or an interest rate buy-down. With lots of inventory, buyers expect more. If they don't get that from you they will buy one of the other available properties with better "add ons."
- 6. Improvements to property must make sense.** If there are items that are not working or are very dated, sellers will need to update, fix or lower the price to get a property sold. Buyers prefer to buy homes in tip-top shape, ready to move in.