

# Preparing your home to sell For the most amount of money!

Volume 1, Issue 1



## Prepare Home to Sell

### 26 essential tips to sell your home for the most amount of money AND fast!

It is very difficult to be objective about this process and to look at your home in the same way a prospective buyer looks at it.

Because your home is so important to you, when you decide to sell, you want to be sure that you get as much as you can for it. While emotions play a huge role in this process, there's certainly a significant financial motivation involved. So speaking practically, it's very important that you set emotions aside for a moment and learn how to dress your home for success to ensure you're fairly compensated for it's sale.

If you find this kind of information useful to you right now, we also have a variety of reports and tips that approaches the same subject from a slightly different angle. The "*How to Price and Prepare Your Home For Sale*" will help you understand the issues every homeowner should know about before putting their home on the market.

We hope you'll find the information helpful as you progress towards your move. If we can be of assistance at any point along the way, please give us a call.

Sincerely,

Tom Miller

239-313-9209 or TomFMiller7@gmail.com



**P.S. If you would like a FREE No Obligation Home Evaluation, just call or email me and we'll get started**

### Why you must use a Realtor.

Selling your home might well be the biggest decision of your life. It is important that you have the information you need to make the right decision for you. Most people fall into one of two groups two .

**Group 1.** This group has very little real estate knowledge. Listen to everyone to gather information and then make a decision based on those conversation. We know that everyone has a opinion but very few have actual experience with buying or selling their home

**Group 2.** This group feels that selling a home is as easy as placing a sign in the yard and then the offers will flow in! Buying is as simple as signing a piece of paper and your done. Both could not be farther from the truth

Having a experienced Realtor is essential in guiding you through the real estate process of buying and or selling a home There knowledge and experience is your safe guard to selling your home for the most amount of money quickly and to help you find the right home at a great price!

**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 maximize your profit, the sales process might take longer thus determining a different approach.



**2 Do Some "Home Shopping" Yourself.** The best way to learn about your competition and discover what turns buyers off is to check out other open houses. 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

**3 When Getting an Appraisal is a Benefit.** Sometimes a good appraisal can be a benefit in marketing your home. Getting an appraisal is a good way to let prospective buyers know that your home can be financed. However, an appraisal does cost money, has a limited life, and there's no guarantee you'll like the **figure you hear**

**4 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.

**5 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. When asked, simply say that your housing needs have changed. Remember, the reason(s) you are selling is only for you to know.

**6 Deciding Upon a Realtor®.** According to the National Association of Realtors, nearly two thirds 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, and time constraints. When deciding upon a Realtor®, consider two or three. Be as wary of quotes that are too low as those that are too high. All Realtors® are not the same! A professional Realtor® knows the market and has information on past sales, current listings, a marketing plan, and will provide their background and references. Evaluate each candidate carefully on the basis of their experience, qualifications, and personality. Be sure you choose someone that you trust and feel confident that they will do a good job on your behalf. If you choose to sell on your own, you can still talk to a Realtor®. Many are more than willing to help do-it-yourselfers with paperwork, contracts, etc. and should problems arise, you now have someone you can readily call upon .

**7 Before Setting a Price - Do Your Homework.** When you set your price, you make buyers aware of the absolute maximum they have to pay for your home. As a seller, you will want to get a selling price as close 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, simply look at recent sales in your neighborhood subdivision to give you a good idea of what your home is worth. If You Live in An Older Neighborhood.- As neighborhoods change over time each home may be different in minor or substantial ways. Because of this you will probably find that there aren't many homes truly comparable to your own. In this case you may want to consider seeking a Realtor® to help you with the pricing process. If You Decide to Sell On Your Own.- A good way to establish a value is to look at homes that have sold in your neighborhood within the past 6 months, including those now on the market. This is how prospective buyers will assess the worth of your home. Also a trip to City Hall can provide you with home sale information in its public records, for

**8 Ensure You Have Room to Negotiate.** Before settling on your asking price make sure you leave yourself enough room in which to bargain. For example, set your lowest and highest selling price. Then check your priorities to know if you'll price high to maximize your profit or price closer to market value if you want sell quickly.

**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 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. Decorate in neutral colors, like white or beige 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 pot-pourri in the bathroom. Home-decor magazines are great for tips.

**11 What the Buyer Can Really Pay.**

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

**12 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 a another home and are probably motivated to sell. This could cost you thousands of dollars.

**13 Invite the Honest Opinions of Others.**

The biggest mistake you can make at this point is to rely solely on your own judgement. 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, your Realtor® will be unabashed about discussing what should be done to make your home more marketable.

**14 Deal Killer Odors**

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.

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

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

**17 Resist Deviating From the Contract.**

For example, if the buyer requests a move-in prior to closing, just say no. That you've been advised against it. Now is not the time to take any chances of the deal falling through.

**18 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 not just competing with other resale homes, but brand-new ones as well.

**19 Keep Emotions in Check During Negotiations.**

Let go of the emotion you've invested in your home. Be detached, using a business-like manner in your negotiations. You'll definitely have an advantage over those who get caught up emotionally in the situation.

**20 Learn Why Your Buyer is Motivated.**

The better you know your buyers the better you can use the negotiation process to your advantage. This allows you to control the pace and duration of the process. As a rule, buyers are looking to purchase the best affordable property for the least amount of money. Knowing what motivates them enables you to negotiate more effectively. For example, does your buyer need to move quickly. Armed with this information you are in a better position to bargain.

**21 Never Sign a Deal on Your Next Home Until You Sell Your Current Home.**

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.

**22 Deadlines Create A Serious Disadvantage.**

Don't try to sell by a certain date. This adds unnecessary pressure and is a serious disadvantage in negotiations

It's time to move on.  
How to get your home ready.



**23 Ensure the Contract is Complete.** To avoid problems, 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)

**24 Maybe the Buyer's Not Qualified.** If you feel an offer is inadequate, now is the time to make sure the buyer is qualified to carry the size of mortgage the deal requires. Inquire how they arrived at their figure, and suggest they compare your price to the prices of homes for sale in your neighborhood.

## REMAX REALTY TEAM

Remax Realty Team has been serving the needs of Lee county for the past 39+ years I have been fortunate to have lived in Florida for the past 40+ years and the last 20 in Southwest Fl. I have seen many changes and challenges to Florida during that time, but the core of what makes Southwest Fl. great remains. Beautiful sunbathed sandy beaches, a great active life style and the best people you can have for your neighbors. Mix this with my local real estate knowledge, professionalism, commitment and enthusiasm and you have a winning combination. We will find you a great home here in Southwest Florida!

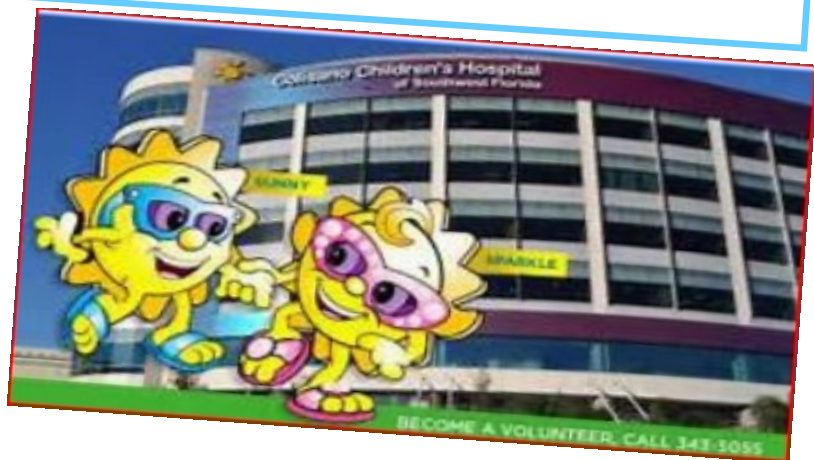
**25 Turn That Low Offer Around.** You can counter a low offer or even an offer that's just under your asking price. This lets the buyer know that the first offer isn't seen as being a serious one. Now you'll be negotiating only with buyers with serious offers.

**26 A Low Offer - Don't Take It Personally.** Invariably the initial offer is below what both you and the buyer knows he'll pay for your property. Don't be upset, evaluate the offer objectively. Ensure it spells out the offering price, sufficient deposit, amount of down payment, mortgage amount, a closing date and any special requests. This can simply provide a starting point .



**CAN'T FORGET THE KIDS !!**

Remember with each sale I donate \$250 to the Golisano Children's Hospital. Same is true for any referrals you send. Help me help the Kids.



Buying, selling or investing in real estate for many people is the biggest financial decision of their life, but there is more to buying or selling than just the look or feel of a property. Helping people make the right decision can have a huge impact on ones financial life! As a full time, college educated, real estate professional I have made helping people achieve their real estate goals the focus of my professional career. It is my paramount concern to handle your real estate needs to a great conclusion!