5 WAYS TO GET TOP DOLLAR FOR YOUR HOME
IN AN ADJUSTING MARKET

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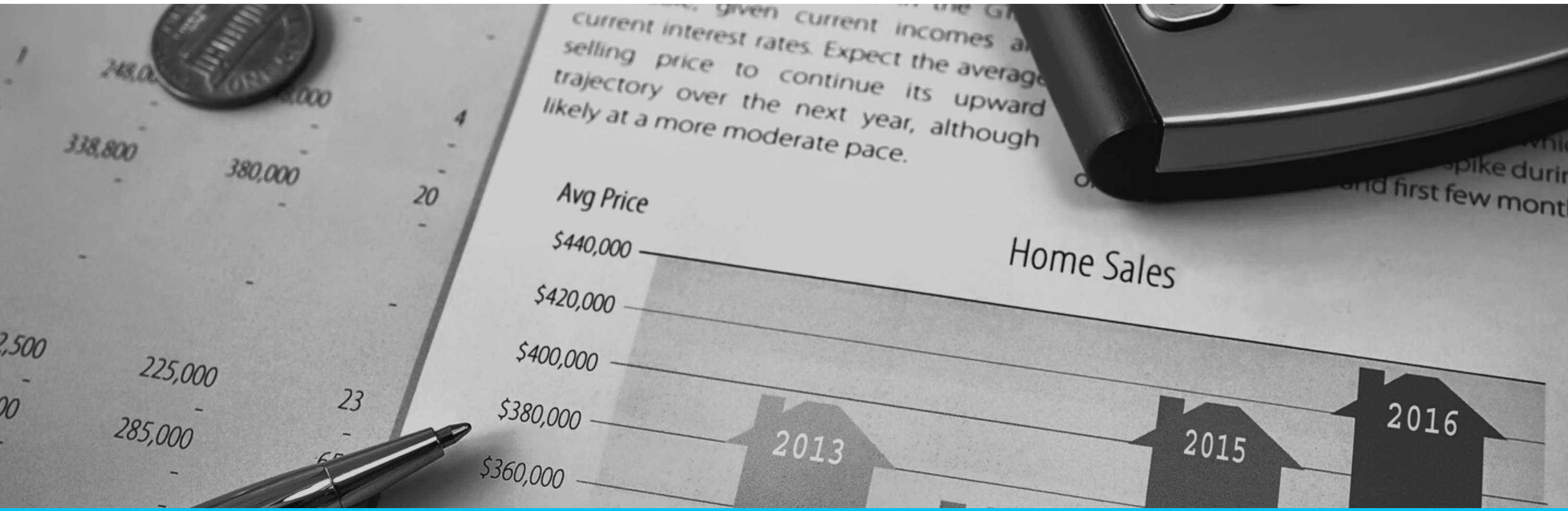

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1. Work with an experienced listing real estate agent. *Find a great listing agent who has a pulse on the local market. A savvy agent will understand how to apply a competitive market analysis to price your home. They'll also come to the table motivated to align with you as the seller for the highest sales price. Also as important as understanding pricing and negotiation is finding a real estate agent who can offer support to get through the stress of selling your home and give honest opinions on small changes to make your home attractive to more buyers. Your favorite maroon wall as an homage to your sports team may have to go, but you'll be happy when you get a great offer on your home.*

2. Deep clean and declutter your home before listing. *It sounds simple, but many sellers lose when people can't envision themselves in a home's space. By making your home sparkle and look open, you can increase your home's sales value. Don't forget to declutter the outdoor spaces too!*

3. Stage your home. *After you clean the carpets, floors, and appliances, give your home extra appeal by staging it. The buyer in this current market has more options, and the presentation of your home can do wonders for increasing its sales price. A home staging professional can often rearrange what you have or add thoughtfully placed decor changes that make all the difference in a buyer finding a house that feels like home.*

4. Make repairs and cost-effective upgrades. *A pre-listing inspection could reveal repairs that are best to make now than find out about later and risk a potential buyer walking away. You can identify and fix plumbing, HVAC, safety, roof, or electrical issues which could hinder your home from moving to "sold."*

5. Remain calm and patient. *Many become impatient in this adjusting climate and want to cut their asking price too quickly. Use the tips above to maximize your sale. Rely on the expert advice of your real estate agent and be patient. Your top-dollar buyer will come!*