



Tips for Surviving Your First Sale

Guide for Home Sellers



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Tips for Home Sellers

Five Ways to Shorten the Selling Process

Once you've decided to sell your home, your top priorities should be developing a selling strategy that attracts offers and a plan for overcoming the hurdles that can delay your sale.

Here are five tips to smooth out potential bumps in the road before you even hit them and to make sure your transaction finishes as fast as possible.

1. Trust your agent

Hiring an experienced real estate agent will make the selling process a lot smoother.

Your agent is your best source of advice to position your home favorably against the competition because they get nothing until your house is sold.

Tap into their insight on

- showing prep tips for attracting motivated buyers
- contractor referrals for sprucing up your property without breaking your budget.
- common expectations and restrictions to save time and energy during negotiation.

2. Outwit the competition with incentives

With other houses nearby or in the same price range for sale, it helps to sweeten the pot for a buyer who's on the fence.

Throw in those floor to ceiling bookcases, custom window coverings or a flat panel TV. Talk with your agent about the best incentives to offer in your area and come up with a way to publicize them on all of your home's marketing materials.

3. Resist the temptation to hover

Resist the temptation to hang around and "help" potential buyers during their visit.

This interferes with an agent's job and makes it harder for buyers to imagine owning and living in the house.



4. Expect to negotiate

Offers and counter-offers keep your potential sale alive. Negotiations are less stressful when you decide in advance how low you're willing to go early.

Ultimately, you decide what to accept, but talk to your agent early about your expectations and stay open to his or her advice on what price best in today's market

5. Cement the deal with back up offers and research

Your house is yours until you give a buyer the keys. So, do the research and prep with a plan "B" in case something goes awry with your primary offer.

Step 1: Let your agent know you want to accept backup offers and make sure your sales contract has provisions for buyer's remorse.

Step 2: As your closing approaches, keep track of the buyer's progress with mortgage funding.

Step 3: Double check things that can delay or stall your closing – the title search, major systems breakdowns, inspections and missing documents.

Tips for Home Sellers

6 Showing Tips to Help Prep Like You're Selling on TV



Before you show your home, check to make sure it's condition is one you'd be proud to let a few million Americans see. Too often sellers delay or lose out on offers because don't take preparing for showings seriously or relax after the first few visitors.

Here are a few tips to make sure your property makes the right impression:

1. Check the computer view

Most home first impressions today are online, so it's important that you view your home like a buyer will.

To do this, take pictures of the interior and exterior your house. Upload them to a computer. Zoom in and pan your photos to get a buyer's perspective on your property.

2. Walk-thru with an outsider

Do a walk-thru of your home with a trusted friend. Fresh eyes, ears, and noses can spot defects you have learned to live with or simply forgotten about.

3. Curate your curb appeal

Go outside and inspect your driveway, walkway, decks and porches. Take note of cracks, oil stains, overgrown shrubbery and bare spots on the lawn. These should be high-priority on your fix list if you don't want buyers to turn away before they've taken a real look.

6 Prep Tips for Success

1. View your property using a computer
2. Invite an objective party to walk through
3. Maximize your curb appeal
4. Silence any strange sounds
5. Clear off your counter tops
5. Talk to your agent about staging

4. Silence the strange sounds

When you walk through, check for creaky floors, loose doorknobs, shaking handles, and windows that don't open.

Add these to the top of the fix list because normally the solutions (a new door knob or oil) are pretty cheap.

5. Clear the way

Be sure to de-clutter all flat surfaces, closets, cabinets and your bathroom vanity. Donate excess or move some items to a storage facility.

Your goal is to show a home buyers can see themselves in; that can be hard with your personal effects in the way.

6. Consider staging to speed-up the process

Home staging professionals use furniture, placement, accessories and lighting to help make the best impression on potential buyers. Staging is for your home's interior and exterior including your deck, patio or lawn.

A staging investment can help sell a great home in a flash or help buyers appreciate the potential in harder to move listings. Talk with your agent about his or her staging experience. You can also get DIY staging ideas from home shows, magazines, and open houses in your area.

Worksheet for Home Sellers

Survey for Sellers: What's unique about your neighborhood?



We all know a house is more than just walls, windows, and doors. Help your agent market your property by telling them what makes your home special.

Answer the questions below to help attract the buyer who's been dreaming of calling your property home.

What are the top three features you love about your neighborhood?

Why do your friends family enjoy visiting your home/neighborhood?

Why did you choose this home or neighborhood over others?

What is the best neighborhood addition since you moved in?

You consider your home a (check all that apply):

Starter Home	Urban Upscale	
Close to transit	Bike Friendly	
Commuter's Dream	Pedestrian	
Family Friendly	Friendly	
Retreat/Resort	Entertaining	
Pet Friendly	Other	

Describe the home's next ideal owner

Ways to get around (roads / shortcuts / tranist)

Option 1	
Option 2	
Option 3	

Best Places

Grocery Store		Gas Station	
Take Out		Shopping	
Dry Cleaners		Pharmacy	