



12 Dos and Don'ts for Selling Your Home

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DOs

- **DO** minor cosmetic repair.
- **DO** take down strong identifiers.
- **DO** prep for photos.
- **DO** ask about possible buyer concerns.
- **DO** talk to ME about your neighborhood trends and prices.
- **DO** prepare a history of the home (even if to just say you haven't lived there/don't know).
- **DO** craft a marketing plan that focuses on potential buyers.
- **DO** make sure your home is move-in ready.
- **DO** express expectations honestly.
- **DO** prepare for how you want showings to happen.
- **DO** know your bottom line.
- **DO** know where you live next.

DON'Ts

- **DON'T** make bold style choices before showing.
- **DON'T** remove clever furniture placement.
- **DON'T** take photos yourself.
- **DON'T** narrow your potential buyers unnecessarily.
- **DON'T** rely on online estimates that don't know your area.
- **DON'T** look for things to fix, when you have no reason to believe they exist.
- **DON'T** use suggestive phrases that could be seen as targeting/discriminating.
- **DON'T** get emotional.
- **DON'T** obsess on unnecessary repairs.
- **DON'T** meet buyers.
- **DON'T** become hostile.
- **DON'T** look back.

