

TIPS TO SELLING YOUR HOME FASTER

PREPARE YOUR HOME

Presentation is everything. Home buyers are attracted to clean, spacious and attractive houses. Your goal is to dazzle buyers.

- Get rid of clutter and personal items from counter tops, tables and floors
- Scrub-down your house from top to bottom, inside and out
- Landscaping and touch-up paint can greatly increase curb appeal
- Fix creakings steps, squeaky doors and holes in walls

Once you feel your home is ready, invite a friend to walk through your house as a buyer would and point out anything you may have overlooked.

PRICE YOUR HOME EFFECTIVELY

Do not overprice your home. When trying to sell your home, overpricing reduces buyer interest, makes competing properties seem like better deals, and can lead to mortgage rejection once the appraisal is in.

- Consider purchasing an electronic pricing report or getting a professional appraisal
- Check out similar homes for sale in your area
- Set your price just under a whole, such as \$169,000 instead of \$170,000

Remember that the real estate market changes daily. We suggest reevaluating your price every few months.

MARKET YOUR HOME WELL

The best marketing tools for selling your home are not complicated or expensive. In fact, the best lead generators are often the simplest.

- FOR SALE sign - sturdy, large enough to be read at a distance with your phone number on it.
- Advertise online - INFOTUBE.NET, OWNERS.COM are two great places to advertise homes for sale by owners. Also, get on the MLS so your home can be viewed on Realtor.com and many other websites.
- Hold frequent Open Houses

BE ACCESSIBLE

Make yourself available to all potential buyers. This means responding to all phone calls and emails in a timely matter. Don't only be available for showings during a brief window of time a few days a week. Remember, it's a buyers' market and if a potential buyer gets frustrated with a homeowner's slow response time or lack of flexibility, they will just move on to the next home.

Saying and doing the right things when selling your house 'by owner' can mean the difference between a swift sale and a lengthy time on the market.

