

# How to Get Top Dollar in Any Market

The best chance for selling your property is within the first seven weeks. Studies show that the longer a property stays on the market, the less the seller will net. Below are five significant factors to consider when selling.

## Pricing Factor

It is very important to price your property at a competitive market value right when you list it. The market is often so competitive that even over-pricing by a few thousand dollars could mean that your house will not sell. It's interesting, but your first offer is often your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time.

An overpriced home:

- \* Minimizes offers
- \* Lowers showings
- \* Lowers agent response
- \* Limits financing
- \* Limits qualified buyers
- \* Nets less for the seller

A properly priced home:

- \* Encourages more offers
- \* Increases buyer interest/showings
- \* Creates agent response
- \* Allows for more financing options
- \* Opens door to more qualified buyers
- \* Nets more for the seller

The single most important marketing factor is decided when we set the listing price of your home. Remember, there are hundreds of other homes on the market within a few mile radius. Listing higher than market value only helps your competition sell faster.

## Clean Factor

Most people are turned off by even the smallest amount of uncleanness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space. Odors must be eliminated especially if you have dogs, cats, young children in diapers, or if you are a smoker. You may not notice the smell, but the buyers do! Most agents have a difficult time communicating to their sellers about odor. If you employ an agent to obtain the most amount of money for you, please don't take offense if he must confront you about odor problems.

## Access Factor

Top selling agents will not show your home if both the Key and access are not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes! The best way to allow easy and safe access is to place a coded keybox on your door! When your home is being shown, please do the following:

- \* Turn all lights on
- \* Open all drapes and shutters
- \* Allow easy access to all areas
- \* Leave soft music playing
- \* Take a short walk with any children or pets
- \* Let the buyer be at ease and let the agents do their job

## Paint & Carpet Factor

Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated, or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Don't think that buyers have more money than you have to replace carpet. They don't. They simply buy elsewhere.

Additional paint/carpet tips:

- \* Paint trim and ceilings white.
- \* Use more than one color throughout the home but no more than four or five.
- \* Use neutral or "popular" decorating colors (nothing too flashy).
- \* Use neutral carpet colors and stay away from unusual patterns.
- \* Refinish any hardwood floors in dining rooms and living rooms.

## Front Yard Factor

Your front yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Debris cleared away. Remove parked cars. This all adds to curb appeal. If a buyer doesn't like the outside, they may not stop to see the inside.

Additional yard tips:

- \* Plant colorful flowers in the front yard
- \* Mow the grass no more than 2 days prior to showing
- \* In warm weather, mist the lawn with water 20-30 minutes prior to showing
- \* Edge your entire yard including sidewalks, curb, flower beds, etc.



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