

7 Step Process Selling A Home

1. Select an experienced real estate broker. Base that selection on their knowledge of not only your neighborhood but the market place in general. With the technology that is available you don't have to get a broker because they pass out football schedules and pot holders. Skilled analysis of comparable sales and neighborhood trends is what counts.
2. Price the property competitively. There are brokers who will tell you what you want to hear but look objectively at the data. In most cases a buyer is still going to need an appraisal. The price can't be so out of line that it won't appraise at value.
3. Make the property look as sharp as possible. A good broker can give you suggestions as to what you should spend money on, many of which are inexpensive (such as touching up baseboards and staircases). Flooring and paint are a must.
4. If possible, take advantage of timing. Put the home on the market during peak sales times. Homes with really nice landscaping show so much better in times other than winter.
5. Rid your home of clutter, especially a smaller home (which looks larger without too much furniture).
6. Make your home available for showings. A showing that is turned down out of inconvenience can result in a missed sale. You never know which showing will produce a contract. This is especially true if the buyer is from out of town and may only be here for one day.
7. An exit strategy is crucial. It can come as a shock when your home sells quickly and you have no place to go. Short term rentals are hard to come by. If possible, have an arrangement to stay for a short time with a friend or relative. You don't want to turn down a good offer because the buyer needs quick possession and you are not prepared. Have the loan for your replacement property pre-approved so that you can pull the trigger quickly, if necessary.