



THE HOME SELLING PROCESS

PUTTING A HOME ON THE MARKET CAN BE BOTH
EXCITING AND INTIMIDATING.
HOME MARKETS ARE EVER CHANGING AND
COMPLICATED.
HERE IS A GUIDE TO WALK YOU THROUGH THE
PROCESS


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1. START DECLUTTERING & PRE-PACKING NOW

If you're selling now or in a few years, now is the best time to start this process. Take it one day at a time. Have a plan. Get some moving boxes and start with one area of a room and go from there. Decide what to keep, sell and give away. The sooner you start this the better. You'll be glad you did.

2. FOCUS ON MAKING A GOOD FIRST IMPRESSION

You only have one chance to do so! Make sure your yard and entrance has great curb appeal. You want to have them at "hello". Make sure your entry way is welcoming and at showings turn on some soft music, light a candle and have some fresh flowers.

Buyers today are looking for clean & sleek. The top features they are looking for are:

- Hardwood floors,
- Updated kitchens and bathrooms
- Nice laundry room
- Work space
- Outdoor entertaining space.

3. INTERVIEW A FEW AGENTS & HIRE ONE

- Get their expert advice on the process and make sure they can adhere to your timeline.
- Ask about their pricing and marketing strategies as these are very important.
- You should hire an agent who has not only had great success in working with sellers & buyers but who also matches your style of communication.

4. PREPARE A TIMELINE WITH YOUR AGENT

- When do you need to sell, when do you have to be in your new home?
- Do you have to sell to purchase a new home or will you be renting?
- Do you need an agent to help you with your next purchase?

If you are purchasing a new home, now is the time to talk to a mortgage expert to learn your options.

5. HIRE A REAL ESTATE ATTORNEY

- Your attorney is a critical step in the buying and selling process.

6. SHOWCASE YOUR HOME & CONSIDER STAGING

You want your home to take center stage. The aim is to make your home as welcoming as you can.

- Keep the colors neutral.
- Take appliances off the counters, get fresh new white towels for the bathrooms, add fresh flowers and greenery
- **Consider Staging:** Staging sells! 75% of sellers saw an **ROI of 5% to 15% over asking price!** Often you don't need to stage an entire home, just the main rooms such as the living room, family room & primary bedroom.

7. MAKE NEEDED REPAIRS & UPDATES - DON'T OVER UPGRADE

- Many large, expensive remodeling projects simply don't pay off when you sell your home.
- Remodeling a whole room is just not worth the time and money often, Instead, complete small, inexpensive updates that will help you get top dollar;
- Paint gives you a great return on your investment. Paint walls a neutral color.
- Update all kitchen and bathroom hardware and light fixtures. This gives an instant upgrade.

8. HAVE A PRE-LISTING HOME INSPECTION.

Even if you think your home is in good working order this is a helpful tip. You want to know ahead of time what a buyer is going to find during their own inspection. This will help to alleviate inspection stress and avoid surprises during the transaction.

9. MAKE SURE YOU PRICE IT CORRECTLY.

Buyers are smart and do their homework. Price it too high and buyers simply won't even look. Your agent should discuss the current market and look at the accurate data to price it correctly.

10. ONCE PRICED CORRECTLY, MAKE SURE YOUR AGENT HAS A STRONG & STRATEGIC MARKETING & SOCIAL MEDIA PLAN.

Buyers start their search on-line so this is imperative!

11. GET READY FOR YOUR PHOTO SHOOT.

Hopefully you've already finished decluttering now is the time to make your home really shine. Open all the window treatments or remove them, turn on all the lights and take everything off the kitchen and bathroom counters

BONUS TIP:

Take exterior pictures now while leaves are still on the trees, the grass is green and flowers are blooming

CONGRATULATIONS - YOU ARE READY TO PUT YOUR HOME ON THE MARKET

Be ready for buyers to come take a look, Try to keep your home as clean and neat as possible. Review your timeline plan and revise as needed.
