How to Sell Your Home in Today's Market

How to Sell it – Not Just List It

As Real Estate Professionals, We have all heard or read the many tips for getting your home ready to go on the market. Suggestions such as placing fresh flowers on the table, baking cookies, turning on the lights and removing family photos sounds like good advice but it does not take into consideration that most people work and are not home to turn on the lights, flowers die quickly and most of the buyers (80 to 90%) are looking online before they ever decide to visit your home in person. The tips below will teach you staging techniques for today's buyers and explain "why" behind all you have heard for years.

First Things First… The first thing you need to know about selling is that in every market it takes the same three things to sell a home.

Exposure, Condition and Price: Working Together to Create a Sale

Exposure is the responsibility of the Realtor you hire to represent you. Condition and price are in the seller's total control. All three working together is the only way to guarantee a sale for your home. You may have the very best exposure in the world, but if your home is not priced right and in good showing condition, it will never sell. You may have a home in perfect condition and priced competitively, but if you lack exposure, your home will not sell.

If your home fails to sell, it will always be because **Exposure, Condition** or the **Right Price** was missing.

Pricing;

Have you ever seen a dog chasing after a car? To a sadist, it might seem very funny. No matter how fast the dog runs, it will never catch the car. The dog will never slow the car down. And, the dog will never bite a moving tire. What must the dog be thinking?

Today, many sellers are running after the market, the same way dogs chase vehicles. What are the sellers thinking? Their home is the only castle for sale. Buyers will love the scent of their lilac bushes so much that it will temporarily cause them to forget the competition? Is it possible that the smell of fresh baked bread will cause a Buyer to pay yesterday's price in today's market?

In my opinion, it is imperative for a seller to price their property below the competition in order to sell promptly and avoid being left in the long line of expired listings. Act as if you are a Buyer in your own neighborhood, trying to find the best priced home in the best condition. With the amount of foreclosures on the market, it will be a long wait for the inventory levels to decrease to a balanced level.

Overpricing is a two-edged sword. If a property is receiving little activity, it is overpriced. Or, if a property is receiving adequate activity, but no offers, it is also overpriced. It is probably being used to sell other properties. It is called 'always the bridesmaid but never the bride.'

Condition;

Curb Appeal. Do you know that 50% of the sale is made before the Buyer gets out of their car. How does your house look from the street? Is your lawn green? Are all of your plants trimmed and looking good? What is the condition of your paint? Do you know the paint is the best return on investment for preparing your house for sale. Just go to your local car lot and look at all of the cars for sale. Are any of them dirty? A good clean up and paint is money well spent to prepare your house for sale. Also, many Buyers will search the internet before driving to a neighborhood, so, how will your property look in photos?

Eliminate clutter. You are going to be moving anyway, so, have a yard sale, go to the Goodwill and pack up everything you do not use everyday and put it in moving boxes.

Have your house professionally cleaned. If you have tile floors, there is a process where they can clean and seal the tile grout so it looks brand new. 50% of the time that I show a house, the Buyer will look in the oven and 50% of the time the oven is dirty. Pay extra attention to your kitchen. Arrange your cupboards because the Buyers will look there. Your closets; Now is the time to get rid of your unwanted clothes and make your closets neat and uncluttered. The idea is to present a clean, clutter free environment. Make your property sparkle with cleanliness to avoid being instantly eliminated by Buyers.

Exposure;

The Internet; This is where we make your house shine. 87% of all home Buyers start their searching on the internet. They want to find your home easily and see tons of photos and virtual tours. We have made a large investment in time and money to develop our internet presence. We have had our web site optimized so you will find it on the first two pages of Yahoo and Google. We have fax on demand flyers, virtual tours, as many photos as we can and area information for a buyer.

Realtor.Com is the most used site on the web by consumers. We have upgraded our presence on Realtor.com including virtual tours and featured homes. All homes listed will be on Realtor.com but only a small portion will be maximized.

We make sure all of the basics are covered better than normal; Our flyers have photos on both sides, we put the maximum allowable photos and virtual tours in our Multiple Listing Service and we have an 800 phone number with 24 hour recorded message that captures the Buyers phone number and forwards it to our voice mail.

Team Effort;

As you can see, it is a team effort to sell your house for the highest price the market will bear in the shortest possible time. Call us today for a free consultation concerning your home.

Sincerely,
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