

How to Sell your House in Today's Market in San Francisco or the Bay Area

If you are thinking of selling your house, there are some things you can do to make sure you can sell it quickly for the best price possible.

Here are eight things you could do when you are ready to sell your house that could save you a lot of time and thousands of dollars.

1. Determine your level of motivation to sell. If you have to sell, are you flexible and committed to working with buyers who will want to negotiate on price and terms?
2. Put your best foot forward. Before listing your house for sale, make all repairs and consider painting it, inside and out. Make it shine!
3. Do not overprice your house. To avoid this common mistake, consider paying for a professional appraisal of your house. Price your house at the appraised amount. What is more important: Price or Time?
4. Do not underestimate the competition. If your house is the most expensive one for sale in the neighborhood, that could be a problem.
5. Move out of your house before listing it. You are going to move anyway so move before listing your house and pay for a professional to stage it. Make it stand out!
6. Get feedback from potential buyers. Feedback from potential buyers during open houses or scheduled appointments, can help you make pricing or marketing adjustments.
7. Consider offering incentives to buyers. Paying buyer's closing costs or buying new appliances for the buyer or offering a one year home warranty can help seal the deal in a tough market.
8. Call me, **Paul Neal, Lic. #01195196**, **Frank Howard Allen Realtors**, at **415-350-1946** for a **FREE** pinpoint room by room analysis of your house and area market report before you put it on the market. Or you can visit **www.sfhousevalues.com** to get started! This analysis can help you determine your house's best selling points!