

Selling your home in today's market is not easy, but there are some simple steps you can make to reduce stress and hassles that are part of the process. My goal is to sell your house as quickly as possible and for the most money possible so if you follow these common sense guidelines you will increase our chances of success tenfold!

Price To Sell. When I sit down with you we will review recent market data in your neighborhood to determine what similar homes are selling for. Based on those sales we will mutually agree on the best price point for your home. Many Sellers are tempted to price high and expect a buyer to "just make an offer" but this strategy rarely succeeds because Buyers will not even bother to look at your home when there are so many other homes on the market that are priced better.

Avoid the following scenario it is a good example of what NOT to do:

You re-financed six months ago and you have an appraisal with an "appraised value" on your home, or you have a copy of your most recent tax assessment. Now that you are ready to sell you think you have a handle on the value of your home. Don't let stale appraisals or county tax assessments mislead you. Refinance appraisals are not a current or relative indication of "market value". Simply put, "**market value**" is what a buyer is willing to pay for your home in the current market. It may be more or less than appraised or assessed value.

Manage Your Pets. We love our pets, but not everybody will love your pet. Noisy or unfriendly pets can stop a potential showing on the spot. You may know that your pet does not bite but potential buyers will not have that same confidence, especially those people that distrust animals to begin with. If the potential buyer feels the least bit threatened they will choose not to enter the house. When you put your house on the market be sure to have an evacuation plan. Remove your pets, as well as yourselves in order to accommodate potential buyers. Leaving pets in the garage or backyard isn't the best solution, but if you do choose this option be sure to post signs to warn Realtors and potential buyers your pet is on the property.

Leave Your House For ALL Showings. When Realtors show your house they need to be free to speak candidly to their clients without distractions, this way we can point out all of the wonderful features of your home that our clients may not notice, as well as answer any questions. If you are sitting in your living room watching TV, or worse yet, following potential buyers around the house, you will create the feeling that we are intruding which will naturally make potential buyers want to rush through the house rather than taking time and really looking at the home.

Stage for Success. Staging is one of the most important things you can do to maximize the sales price. We live in high density houses surrounded by all of our beloved belongings. Sellers must realize that Buyers don't like to buy high density houses; they prefer low density houses so they can visualize your house as their house. If they can't visualize their life in your house because all they can see is your life then your house is unlikely to appeal to them on an emotional level and buying a house is often a decision based on emotional factors. A staged home requires that you remove some of your personal belongings such as photos and unnecessary furniture. A properly staged house allows prospective buyers to mentally arrange their own furniture and lives in your house and that is the first step they must take before they ever considering making an offer.