

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 the "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 agent you hire to represent you. Condition and price are in your 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? That their home is the only castle for sale or 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?

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. It may be an election year but 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? Is your front door clean and dust free? 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.

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. Fifty percent of the time when we 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. Eighty-seven percent 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 to develop our internet presence. Our website has been optimized so you will find it on the first two pages of Yahoo and Google. We have fax on demand flyers, virtual tours, the maximum amount of photos permitted and area specific information for a buyer.

Realtor.com is the most popular website for consumers. We have upgraded our presence on Realtor.com including virtual tours and featured homes. Most of all homes listed by agents will be on Realtor.com but only a small portion, like ours, will be maximized.

We make sure all of the basics are covered better and more: Our full-color 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 in the shortest possible time. You want a strong team ... you want results! Call us today for a free, no obligation consultation.

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