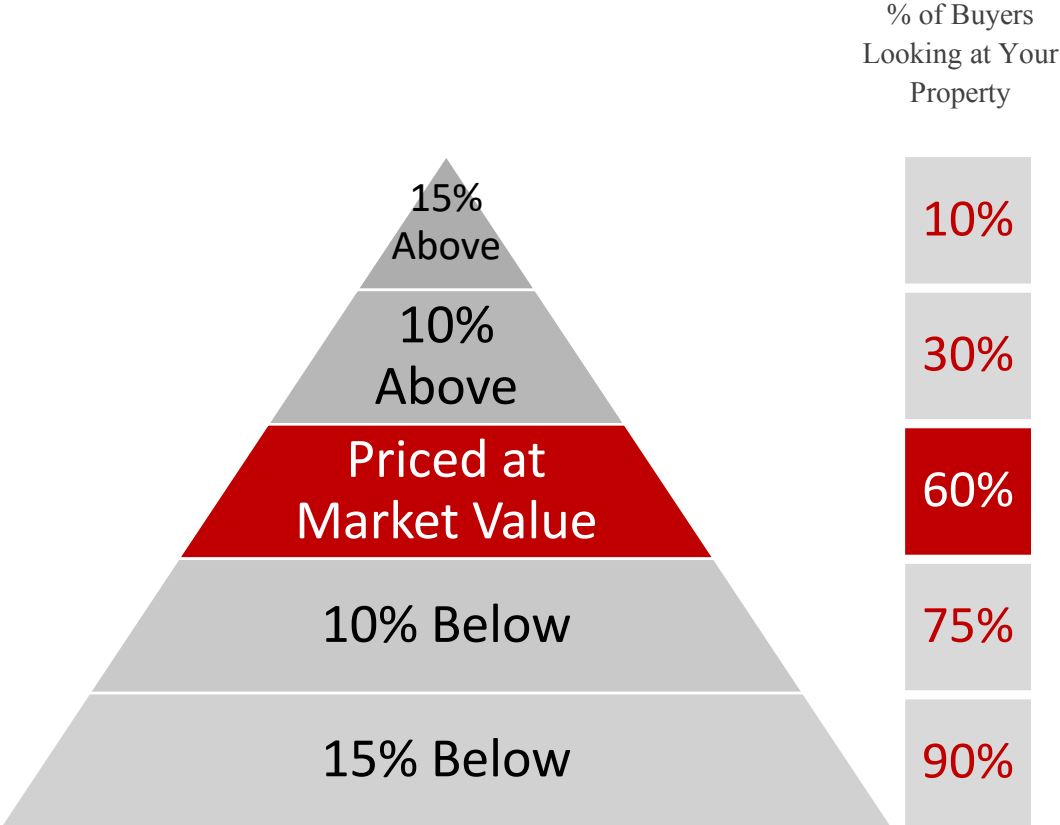


Get Ready to Sell – Price

- A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers, all very quickly.
- An **underpriced home** will attract buyers and may sell quickly, yet may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective.



Even though it’s true that a lower price will attract more viewings, it doesn’t ensure a sale, and may not meet your financial goal.

Get Ready to Sell – Pricing Misconceptions

- **Testing the market** at a higher price is one of the biggest mistakes sellers make when listing a home in today's market. It is true that our market is a seller's market below \$300,000 and prices are appreciating, but pricing \$10,000 or even \$5,000 above market value risks turning buyers away. At a higher price, you risk being the comparable that sells a lower priced home.
- It's important to price your property at competitive market value when we finalize the listing agreement.
- The value of your property is determined by what a **buyer is willing to pay** and a **seller is willing to accept** in today's market.



Get Ready to Sell – Condition

You don't get a second chance to make a first impression.

- Most buyers make decisions about the property they see within the first 15 seconds of entering the home.
- Homes in great condition attract more interest and offers, and tend to sell for more than homes in less than great condition.

Staging Makes the Difference

Decluttering and improving the general cleanliness and condition of the home is what we call “staging.”

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. More buyers become interested and make offers allowing you to sell faster and for more money.
3. A well staged home shows off the home – not the occupant's “stuff”.

Stand Out From the Crowd

1. Start at the curb of your house, notice any maintenance or landscaping issues (chipped front door paint, poor outside lighting, dirty windows, overgrown bushes and hedges, cluttered walkway and driveway, etc.).
2. Inside the home, observe ... is it tidy, clean, and odor-free? Does the layout of furnishings allow for easy flow?
3. Throughout the house, make note of any areas that need painting or repair, and check flooring for wear and cleanliness.
4. Will the buyer be able to see themselves in the property, or will they be too reminded of your family? Make note of family photos and personal items that can be packed away.