



## Some Tips for Selling Your Home

### General

#### Choosing a REALTOR® and pricing your property:

The first choice you have to make when selling your home is whether to do a "For Sale By Owner" (FSBO) or use a REALTOR®. If you choose to be a FSBO you are on your own. You will have to price it yourself, decide who you let into your home yourself, see if a potential buyer is qualified on your own and get through negotiations, inspections, surveys and the closing process (escrow) on your own. You will probably wind up paying a REALTOR® who is the buyer's agent at least a 3% commission for bringing the buyer. In this case the only REALTOR® involved in the transaction will probably be acting for and on behalf of the buyer. Second choice, you could just call a REALTOR® and pay whatever price they ask.

Now there is a great third choice. You can register with HungryAgents.com® and get bids from great REALTORS® who will bid on a full service listing at a discount price. The overall national average bid for the total commission to sell your home on HungryAgents.com® is 4.55%. That's the average, not the low bid and it includes the buyer's agent commission which most FSBO's wind up paying anyway. On a national average each property receives about six bids. Once you have chosen which REALTORS® you want to interview and pick the one with whom you will enter into a listing agreement, you will go on to the next big choice.

Other than the choice of how to sell your home, the next important step is pricing it. The biggest mistake made by many sellers is overpricing. And don't give the listing to the REALTOR® who says they can get you the highest price. That is known in the industry as "buying the listing." Sometimes they might tell you that we can start out high and then bring the price down, but usually you get the most showings in the first few weeks when all of the buyers in your price range will look at the property. The local REALTORS® may forget all about your property later when you lower the price and new buyers trickle in. And to the REALTOR® who tells you to pay a higher commission because you get what you pay for, tell them "thanks, in that case I going to look for an 8% listing."

The difference between a typical 6% listing and a 4.5% listing, on a \$300,000 home, is \$4,500, cash in your pocket. Or if you choose, you can lower the price by this amount and enhance your chances of selling your home fast. And don't forget 4.5% is the average bid on the website; you probable are going to pick a lower bid and save even more.

## Outside

Remove clutter, fix and clean:

The number one tip for selling your home is to clean and remove all clutter. On the outside this means removing trash, toys, tools, leaves, dead and dying plants, and anything else that can distract from your home. Little problems, like a loose gutter, can distract and give a bad first impression. Cleaning the outside of your home can mean power washing the siding, roof, driveway or garage floor. Touch up paint, fix a loose mailbox or make any other minor repair. Since the front of your home is what prospective buyers will see first, make sure front door brass is clean and shiny. Make sure the lock works smoothly and easily. Make sure the front porch and walkway are clear and clean.

See to it that the lawn is mowed, the leaves are raked and/or the snow has been removed. Bushes and shrubbery should be trimmed and pruned, especially if it blocks the view of the home or the walkway.

## Inside

Remove clutter, fix and clean:

Get rid of any excessive furniture or other items that crowd your space and make your space seem smaller. Have a garage sale and what doesn't sell give away. Even closets and pantries that are overcrowded or full of junk detract from your home and make it seem smaller. Attics and basements can be over crowded and distracting. Sometimes it's a good idea to rent a storage place for extra items while your home id for sale. Personal photographs and portraits should be removed because of the distraction they cause.

Clean everywhere and try to eliminate all odors. Pets and smoking can leave unpleasant odors that we hardly notice ourselves, but can be very offensive to others. Sometimes fragrances that we spray to mask odors can be almost as offensive to some as the odors they are trying to mask. Stick with odor eliminators instead of heavily scented products. Don't forget to clean all windows, mirrors, light fixtures, chandlers and other glass items. Touch up paint and clean

floors and carpet where necessary. In other words, it's spring cleaning time no matter what season it is.

## When showing

### Remove clutter and leave:

When your home is being shown by your REALTOR® or another REALTOR® it is important that you leave the home or if that is not possible, then remain in a remote area. Also if possible you should take your pets and/or children with you.

Also, if possible, you should pick up all clothes, newspapers, magazines, empty glasses, dishes and anything else that will be distracting. Trash should be emptied and everything as neat as possible.

Turn on as many lights as necessary, draw blinds and draperies and do whatever you can so that there is plenty of light for prospective buyers to have an open, light and airy experience when inspecting your home.

## At all times

### Remove clutter and listen:

From the pricing of the home to any repairs or replacements needed you should listen to the advice of your REALTOR®. Some things will need to be repaired or replaced after municipal or private inspections anyway, so why not just do it up front. Your local REALTOR® knows what is expected in your neighborhood and their advice should be followed whenever possible.

These tips are mostly just common sense but they just might help you look at your home as though you are seeing it for the first time once again.