

SELL YOUR HOME FAST

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# HOME SELLER'S GUIDE



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**HOW TO SELL YOUR HOME  
HOME IMPROVEMENT IDEAS TO HELP SELL YOUR HOME  
MISTAKES TO AVOID WHEN SELLING  
SAFETY TIPS FOR HOME SELLERS**



# HOW TO SELL YOUR HOME FAST

## FOLLOW THESE STEPS FOR A SPEEDY SALE OF YOUR HOME!

In an ideal world, selling your home would be easy, and it would happen fast. Unfortunately, some houses sit on the market for months before the right buyer comes along. It can be frustrating for you as the seller. Whether it's peak home-buying season or not, there are things you can do to **attract** the right buyer. Below are four tips on how you can sell your home fast.

### 1. BE REASONABLE ABOUT THE PRICE FROM THE BEGINNING

Whether it's to make a profit or the outstanding balance is more than the property is worth, many sellers think starting high and then lowering the asking price later if it doesn't sell is a smart thing to do. The reality is, this tactic can result in the house sitting on the market for longer because buyers and agents just don't think you're serious about selling. If you have time to wait, by all means, start high and see what happens. However, if you need to sell your house now, **set a reasonable price from the beginning**, and there's a good chance you'll sell within the first 30 days.





## 2. UP YOUR HOME'S CURB APPEAL

Your home may be lovely and well-kept, but if its décor is outdated, it will deter buyers. You can update your home's interior cheaply and easily by updating fixtures and giving the walls a fresh coat of paint. **Your goal is to make your home stand up against the market's current conditions and what's in style at the moment.**



## 3. GIVE YOUR HOME A MODERN MAKEOVER

First impressions are everything, and prospective buyers form a strong opinion about your home the moment they pull into the driveway. **Take the time to update the landscaping and take care of any repairs to the outside of the home that will make it look better.** What buyers see on the outside sets their expectations for what they will see on the inside.



## 4. GIVE BUYERS A CHANCE TO IMAGINE

When a prospective buyer walks into your home, you want them to be able to picture themselves in it. In order for this to happen, you have to remove as much of yourself from it as possible. Takedown family photos and remove any religious items. Give it a good deep cleaning (carpets, windows, etc.) or hire a cleaning company to do it for you. Lastly, get rid of as much of the clutter as possible to make rooms look and feel bigger. **This may require you to rent a storage unit to keep your belongings in while your home is on the market.**



## 5. BE COURTEOUS AND ACCOMMODATING

People looking to buy a home aren't all on the same schedule. If you aren't accommodating, you could be missing out on the perfect buyer for your home. **Be prepared to show your house in the early morning or later in the evening, and always leave when someone is looking at your home** so they can openly discuss their feelings about it without feeling like intruders. Many homeowners put their homes on the market with the hopes that the property will sell quickly. For many, this doesn't happen. To help you find a buyer for your home quickly, use the four tips on how to sell your home fast listed above.



# HOME IMPROVEMENT IDEAS TO HELP SELL YOUR HOME

WHETHER YOU'RE HANDY OR NOT, CONSIDER THESE IMPROVEMENTS BEFORE SELLING.

if you're selling your house, you've probably already made the big repairs that would probably cause buyers to keep looking. What you probably haven't caught, however, are the **small things like squeaky doors that can trigger warning bells in buyers**. Here are several small home improvements you should make to help your home sell.



## 1. WASH/REPLACE WINDOW TREATMENTS

Dirty, broken or otherwise unkempt window treatments are ugly. It takes just minutes to wipe the blinds down with a wet cloth or to dust them with a feather duster, so be sure you do that before inviting buyers into your home. **Pay special attention to cords, strings, and hardware as knots and uneven placement can also leave a negative impression**. If the shades/curtains don't come clean, head to your local home improvement store and purchase new ones.



## 2. UP YOUR HOME'S CURB APPEAL

**Make rooms seem bigger you can make any room seem bigger by moving furniture out of the middle of the floor.** If the room has a large area rug, push furniture pieces to its edges to create a big open space. Get rid of extra furniture like ottomans and end tables that can crowd the space. Lastly, open shades/curtains to allow natural light to flood the area, creating more visual space. Remove family photos and artwork and replace them with mirrors to extend the visual area of the room.



## 3. REPLACE BURNED-OUT LIGHT BULBS

Buyers flip every switch, so be sure every light bulb in your home works. If a buyer turns on a switch but nothing happens, a burned-out bulb may be the culprit, but it might make the buyer think electrical problems are to blame.

**Be sure to check every last bulb, including sconces, lamps, and closets, which can often be overlooked.** Trust us, the difference in lighting will make a difference to most buyers...



## 4. SPRUCE UP THE FRONT DOOR AREA

If you're like many homeowners, you don't use your front door very often. As such, the area near and around it often gets overlooked. **Take time to spruce up the front door area of your home by sweeping down cobwebs and raking away old leaves.** Laying a new welcome mat or replacing the door knocker with a shiny new one is a great way to make a good impression on buyers. While you're at it, take a few minutes to clean off the mailbox, too. It's often covered in spider webs and grime that can make a buyer feel as if you don't maintain the property as you should. Selling a home requires lots of repair work, and while most homeowners catch the big stuff, **they often overlook the little things that matter, too.** If you're selling your home, you can help it sell faster by making sure to complete the home improvement tasks above.



# MISTAKES TO AVOID WHEN SELLING

## THESE ARE THE THINGS YOU DO NOT WANT TO DO WHEN SELLING.

Without a doubt, selling a home is an emotional event. You've lived in the house for years and have grown to love it, which is why you hope to reap as much profit as possible when you finally sell it. **The problem is, however, that getting caught up in these emotions can cause you to make some costly mistakes.** To avoid making these mistakes yourself, read the list below. It contains four of the biggest mistakes sellers make. Once you know what to watch out for, you'll be able to present your home at its best.

### 1. PRICING YOUR HOME TOO HIGH

Homes that are priced correctly usually sell quickly while homes that are too highly-priced can sit on the market for an extended length of time. This is because an incorrectly priced home has to compete with higher-priced homes that have more to offer. **If you price your home too high, it can't measure up when compared with other homes in the same price range.** Price your home correctly to pique the interest of potential buyers and increase traffic to your home. To do this, compare your home against other similar properties that have recently sold in your area.





## 2. NOT STAGING YOUR HOME

Many sellers think that buyers should be able to look past the home's contents to determine whether they'd like to live there or not. The fact is, however, people are visual creatures, so it can be difficult to envision their own things in a home filled with stuff from someone else. Staging removes all the clutter and personality from a home to give the buyer a chance to picture his or her own things in the home. Not taking the time to stage your home doesn't allow buyers to see your home in its best light, thus possibly costing you a sale.



## 3. NOT HIRING A PRO TO TAKE PHOTOS OF YOUR HOME

Buyers flip every switch, so be sure every light bulb in your home works. If a buyer turns on a switch but nothing happens, a burned-out bulb may be the culprit, but it might make the buyer think electrical problems are to blame.

**Be sure to check every last bulb, including sconces, lamps, and closets, which can often be overlooked.** Trust us, the difference in lighting will make a difference to most buyers...



## 4. ALLOWING YOUR EMOTIONS TO INTERFERE

As we said before, selling your home is an emotional event. However, it needs to be a business decision, rather than an emotional one. If you've done everything listed above, you'll likely have an offer before long. Allowing your emotions to get in the way can cause you to pass over a good deal, so be mindful of this and don't let a good thing pass you by. **Remember your bottom line and use that as a guide to staying on track and focused on your goals.** For many homeowners, selling their homes can be overwhelming. Allowing your feelings to dictate the outcome can cost you money, so try to avoid the four common selling mistakes listed above when it's time to sell your own home.

# SAFETY TIPS FOR HOME SELLERS

## FINALLY, A COUPLE TIPS FOR KEEPING SAFE DURING THE PROCESS.

Selling a house can be a little chaotic and a tad overwhelming, which is why many homeowners tend to overlook the topic of safety. **While selling a home isn't an unsafe practice, there are some safety concerns you should be aware of.** Here are four of the biggest safety concerns facing home sellers, so keep them in mind if your house is on the market.

### 1. STASH PERSONAL ITEMS AND VALUABLES

This tactic is two-fold. First, by stashing any valuables and/or collectibles you have, you don't give would-be thieves a chance to steal your things. People who steal come in all shapes and sizes. From the child who puts a small trinket in his pocket to a couple disguising themselves as prospective homebuyers, anyone can make off with your things at any time. Second, getting rid of valuable and personal items declutters the home and makes it seem less personal, both of which are positives when trying to sell a home. **By removing your own items, you allow a potential buyer to visualize his own belongings in the space.**





## 2. KEEP TRACK OF THE PEOPLE WHO COME AND GO

During the selling process, many people will come and go from your home. **If you keep track of each visitor, you'll have a list of people to go to if any of your belongings go missing.** Place a guest sign-in book by the door and ask each prospective buyer to enter his name, address and phone number as he enters your home.

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