

# 15 Important Things to Remember When Selling a Home

- Find a realistic selling price. Too high of a price can exclude the right buyers from even looking at your property. A real estate professional can help you to find a price to reflect the current market using a Comparative Market Analysis.
- Utilize effective marketing. A real estate professional will list your home on the MLS (Multiple Listings Service) and can market your home to the thousands of realtors in your area. Printed ads and open houses can be useful. Your real estate agent can use his/her experience to guide you towards the best marketing for your property.
- When showing your home, pay attention to cleanliness and neatness. A messy house may cause a potential buyer to question how responsible you have been in the house's maintenance.
- The first impression of your home will be of the exterior. Take a look from across the street at what your home will look like to someone else. Sweep the walkway, trim the hedges, keep the lawn cut and watered, remove any clutter (bikes, toys, etc.), clean the windows.
- Be realistic about the value that recent renovations will add to your property. Some renovations will add more value to your home than others regardless of how much you paid for them. A real estate agent can help guide you in deciding how much your property has increased in value.
- Don't attempt to conceal any problem areas when showing your home. Lawsuits can arise from providing false information. Disclosing all problems before the sale will prevent costly lawsuits afterwards. Most buyers realize that no home is perfect.
- If you are considering renovating to increase the salability and value of your home, consider contacting a real estate agent who can guide you with what interior and exterior renovations will be the most beneficial.
- Make your home inviting for showings. The more your house feels like a "home" the better. Consider arranging some flowers on the table, make sure the garbage has been taken out frequently to avoid bad smells, open a few windows to freshen the air.
- When preparing your home for showing, try to see details from a potential buyer's point of view. It may make a difference to improve the more visible easy to fix flaws such as replacing broken trim or filling in small holes in the walls.

- Try to balance personal taste with a more general appeal. You may appreciate your collection of beer cans, but putting them away for showings can make your home appealing to more people.
- The kitchen and bathroom should be kept meticulously clean.
- Take all offers seriously. Consider each offer for its merits and drawbacks, whether it is the first offer or 33<sup>rd</sup> offer, and make a decision based on value rather than emotion.
- Know what is involved with closing a sale. A real estate professional can keep you up to date with all aspects of finalizing the sale.
- Understand that the sale contract is a complex and legally binding document. A real estate agent can guide you through the contract making sure you fully understand its implications.
- You can benefit from the expertise of others. Contact a real estate agent when you have questions regarding selling your home. Real estate agents have extensive experience with all aspects of home sales and can answer most of your questions. They can connect you with other professionals you may need (lawyer, mortgage broker, etc.).