



ELEMENTS TO SELL A HOME IN ANY MARKET

Hire A Good Agent

Some sellers choose to go the FSBO (For Sale by Owner) route in order to avoid paying a sales commission, but for many people, a good Realtor is the key to a successful sale.

Think Like A Buyer

Prospective buyers who look at your home will probably be looking at other homes for sale in the area. You should do the same. Buyers will be comparing your home to the ones they have already seen, and looking at them yourself may give you an edge on the competition.

Spruce Up Before You Sell

Some relatively small and inexpensive improvements can make your home much more attractive to buyers, but be careful not to overdo it. A remodeled kitchen is sure to fetch a higher sale price, but probably not enough to pay for itself. A sparkling-clean kitchen with a fresh coat of paint, on the other hand, can make a valuable impression on buyers at a low cost.

Keep these tips in mind as you prepare your house for showing:

- Start outside to create curb appeal.** Sometimes the key to getting buyers inside your home is to make them notice the outside. A mowed lawn, trimmed hedges, and clean siding can give a neat and tidy first impression.
- Get rid of clutter.** Buyers want to be able to visualize themselves living in your home, seeing lots of pictures on the walls and personal items lying around makes that more difficult.
- Consider hiring a professional cleaner.** Cleanliness can have a major impact on your sale, especially when it comes to kitchens and bathrooms. Cleaning your home yourself may be alright, but for a truly spotless home a professional cleaning can be a good investment.

Sell When The Season Is Right

Listing your house at the right time of year can make a big difference in how quickly it sells and for how much.

-Spring and summer

In most markets, home sales usually peak during April and May, and often remain strong through July. This is the preferred time for most families to move because it falls at the end of the school year and brings warm weather.

-Autumn and winter

Like the weather, the real estate market tends to cool off quite a bit during the late fall and winter months. That does not mean you can't sell your home, though. You may be able to get a better price because there will likely be fewer homes on the market. It can also be an advantage if you are looking for a quick closing, because buyers will be eager to close by year-end so that they can claim a mortgage deduction on their taxes, and get into a new home before the holiday season.