

THE FIVE FACTORS THAT SELL YOUR HOME

1. Location
2. Condition of your home
3. Terms of the sale and how your home shows
4. Asking price for your home
5. The real estate team you select to market your home

You control all of these factors...except location.

1. Location

The location of your home has a definite impact on its value. For example: the subdivision you live in and where your home is located within that subdivision are major factors in your home's value. Homes located on quiet streets or cul-de-sacs have more location value than homes located on busier streets. Other location factors affecting value are the following:

- Mountain views
- City views
- What your property backs onto

These items give you an idea of the typical factors affecting location value. These are factors you have no control over, but play a major role in the value of your home.

2. Condition of Your Home

Never underestimate the importance of having your home show its best! New homebuilders spend thousands of dollars on decorators so their homes appeal to a buyer's emotions. Having your home appeal to the "emotions" of a buyer is very important. A buyer will usually be more excited about purchasing your home if it appeals to their emotions rather than just their logic. We provide you with a Market Preparation Guide including 89 Tips and Tricks (see this in Appendix A) to prepare your home to sell and give you advice on making your home show its best!

1. **First impressions are very important.**
The curb appeal and front entrance of your home is the first and last thing in a buyer's mind. Home stagers that work with our team can help this process.
2. **Your kitchen and bathrooms are the most important rooms in your house.**
Make certain they are super clean and uncluttered.
3. **Clean and deodorize all flooring.**
Scented candles are a good idea.
4. **Paint!**
It's the most inexpensive, highest return improvement investment you can make!

We walk you through all the steps necessary to make your home show its best...putting more money in your pocket! Call today for a free evaluation and consultation with our team of experts.

3. Terms of the Sale

Possession date, financing options, and contingencies are all examples of the terms of the sale. The more flexible you are with these details, the better the overall transaction can become. Hiring an experienced negotiator to work as your real estate agent can help ensure that the terms have your best interest in mind.

You can use flexibility in terms to negotiate a higher selling price. Very often, a buyer may need a specific possession date or special financing; if you can accommodate these needs a buyer may pay a premium price in exchange. It is very important to consider all aspects of the offer to purchase before making any decisions.

Tips for sellers

A few tips for sellers to maximize value

First impressions are lasting

The front door greets the prospective buyer. Make sure it is fresh and clean looking. Keep the lawn trimmed, and the walks shoveled.

Decorate for a quick sale.

Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how the home could look when you can *show* him by cleaning and oiling? A quicker sale at a higher price will result. An investment in fresh paint and “elbow grease” will pay dividends, and you can’t find a better investment when you’re selling a house.

Let the sun shine in!

Open draperies and blinds and let the prospect see how cheerful your home can be. Dark rooms are not as appealing!

Fix that faucet!

Dripping water discolors sinks and suggests faulty plumbing.

Repairs can make a big difference.

Loose knobs, sticking/squeaking doors and windows, and other minor flaws detract from a home’s value. Have them fixed. Many buyers believe there are 10 problems they haven’t noticed for everyone they do see.

From top to bottom....

Display the full value of your attic, basement, and other utility space by removing all unnecessary articles. Short term, off-site storage areas are relatively inexpensive. eBay can get rid of that treasure trove, too!

Safety first!

Keep stairways clear. Avoid cluttered appearances and possible injuries.

Make closets look bigger.

Neat, well-ordered closets show that space is ample. A little money spent on closet organizers reaps large returns.

Bathrooms help sell homes.

Check and repair caulking in bathtubs and showers. Make this room sparkle!

Arrange bedrooms neatly.

Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.

Harmonize the elements.

Play the stereo or a CD softly. Turn the TV off. Turn all the lights on, day or night. Keep the drapes open in the daytime, closed at night. If it's hot, cool it; if it's cold, light a fire.

You can sell pride of ownership faster and for more money.

It's called cleanliness, and cleanliness has more buyers than used dirt. Put sparkle in your bathrooms and kitchen, and you'll take lots more silver out.

WHEN ANY AGENT SHOWS YOUR HOME**Three's a crowd....**

Avoid having too many people during inspections. The potential buyer will feel like an intruder and will hurry through the house. Objections that can be overcome by a professional will not be forthcoming when the seller is present.

Music is mellow....

But not when showing a house. Turn off the blaring radio or television. Let the salesperson and buyer-talk, free of disturbances. Background "soft playing" music is okay.

Pets underfoot?

Keep pets out of the way -- preferably out of the house. Many people are acutely uncomfortable around some animals.

Silence is golden.

Be courteous but don't force conversation with the potential buyer.

Be it ever so humble....

Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is their job.

Never stay in your house with house hunters.

Let the agent handle it, and remove yourself if you possibly can. Remember, the agent has worked many hours with these people, knows what they're looking for, and how to work with them. Let him or her do the job without interference. You may feel that an agent isn't showing the important features of your home to the prospect, but the agent knows people aren't sold by details until they've become emotionally involved with the big picture of your home. The presence of any member of the seller's family can't help, but it always unnerves possible buyers and often prevents a sale.

4. Asking price for your home and Market timing

When it comes to pricing you need to have an expert's opinion. Not just a price based on past sales but more importantly it must be based on ACTIVE listings. I recommend going to view the competition. It is the role of the real estate associate that you chose to know the competition. However time and time again I am amazed at home many realtors have are not up to speed with the competition.

Market conditions must also be factored in when setting the right asking price. Spring vs. fall, Buyers market vs. a sellers market, and total inventory levels are all very important consideration when setting the right list price.

5. Choosing the right real estate team
Interview Questions to Ask Agents
Who Are Applying for the Job of Selling Your Real Estate

Many people thinking of selling their home feel that it is wise to interview more than one agent. I agree! It is important that you feel confident in your representative's professional experience and to be comfortable with their level of integrity and caring. Dennis and his team are confident in their professional ability, personal dedication, and commitment to helping you sell your home quickly. We want you to feel confident during the selling process every step of the way! Others may tell you what you want to hear -- we will only tell you the facts.