



How To Get Top Dollar In Any Market!

The best chance for selling your property is within the first seven weeks. Studies show that the longer a property stays on the market, the less the seller will net. Below are 5 main factors to accomplishing this goal.

Pricing Factor

It is very important to price your property correctly when you list it. How aggressive your price will be will depend on a lot of variables, but in particular, how busy the real estate market is when you choose to sell. If the market is slower with lots of homes for sale, then even over-pricing by \$5000.00 could mean that your house will not sell. When the market is running hot, you can usually afford to uplist and who knows what buyer will pay given the lack of good listings and their relative needs. Still there is always some point that borders on unlikely that may cause you to lose money as your property becomes stale dated and you chase the market down or miss out on a repurchase opportunity. So make sure the price you select is based on the fact research provided by your REALTOR's Competitive Market Analysis. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time.

An overpriced home:

- * Minimizes offers
- * Lowers showings
- * Lowers agent response
- * Limits qualified buyers
- * Nets less for the seller

A huge amount of interest develops in the first 3 weeks of listing your home. The marketing kicks in and agents develop their opinions of your property very quickly based on the reality of current market conditions and values.

As well, if your home is on the market more than 30 days many people perceive that there may be a problem with your home or your price to be too high. Maybe it is. Now you want to reduce the price, but people have moved on. You need to reduce your price anyway to sell and cannot help what people think, but think they will. If you are unwilling to list at close to current market value, you really risk losing money, becoming frustrated and wasting your precious life trying to squeeze out an extra couple bucks. Life is short. Get A Move On!

Clean Factor

Most people are turned off by even the smallest amount of uncleanness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that

old junk now so that your house will appear larger? Make more space. Odors must be eliminated, especially if you have dogs, cats, or young children in diapers or if you are a smoker. You may not notice the smell, but the buyers do! Most agents have a difficult time communicating to their sellers about odor. If you employ an agent to get the most amount of money for you, please don't take offense if he must confront you about odor problems.

Access Factor

Top selling agents may not show your home if access is not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes! The best way to show a house is to have a key box installed. When your home is being shown, please do the following:

- * Keep all lights on
- * Keep all drapes and shutters open
- * Keep all doors unlocked except exterior door. (Lockbox On)
- * Leave soft music playing
- * Take a short walk with your children and pets
- * Let the buyer be at ease and let the agents do their job

Paint & Carpet Factor

Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated, or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Don't think that buyers have more money than you to replace carpet. They don't. They simply buy elsewhere.

Front Yard Fact

Your front yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. This all adds to curb appeal. If a buyer doesn't like the outside, he/she may not stop to see the inside.