

How to Quickly and Effectively Sell Your Home

AS A HOMEOWNER... You can play an important part in the timely sale of your property. When you take the following steps, you'll help your Realtor sell your home faster and at the highest possible price.

1. Make the Most of that First Impression

A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted - or at least freshly scrubbed - front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

2. Invest a Few Hours for Future Dividends

Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Prospects would rather see how great your home really looks than hear how great it could look, "with a little work".

3. Check Faucets and Bulbs

Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.

4. Don't Shut Out a Sale

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.

5. Think Safety

Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for uninitiated visitors.

6. Make Room for Space

Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.

7. Consider Your Closets

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity or host a yard/garage sale.

8. Make Your Bathrooms Sparkle

Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.

9. Create Dream Bedrooms

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful comforters, pillows and fresh curtains are a must.

10. Open up in the Daytime

Let the sun shine in! Pull back your curtains and lift your blinds so prospects can see how bright and cheery your home is. Do make sure your windows behind the curtains are sparkling clean!

11. Lighten up at Night

Turn on the excitement by turning on all your lights - both inside and outside when showing your home in the evening. Lights add color and warmth and make prospects feel welcome.

12. Watch Your Pets

Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor and keep Kitty and Spot outside, or completely removed for showings.

13. Think Volume

Rock-and-roll will never die but it might kill a real estate transaction. When it's time to show your home, it's time to turn the TV off and the stereo down. Soft, classical music playing gently in the background can add a peaceful ambiance.

14. Keep a Low Profile

Nobody knows your home as well as you do, but Realtors know buyers - what they need and what they want. Realtors will have an easier time articulating the virtues of your home if you remove yourself from the property.

15. Don't Turn Your Home into a Second-Hand Store

When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.

16. Defer to Experience

If prospects approach your house without a scheduled showing, let them speak to an expert - your Realtor. Do not allow them access to your home. Instead, hand them your Realtor's business card and let your Realtor take care of it.

17. Help Your Agent

Your Realtor will have an easier time selling your home if showings are scheduled through their office. You'll appreciate the results!

18. Keep it Real

You don't have to go to extremes - such as setting up the bedrooms to look like the night maid had just been through by pulling down the comforter, fluffing the pillows and placing a book open on the bed. You don't want your house to look so staged that it's artificial. What you want is for a buyer to walk in and say, "I could live here!"

19. Open the Windows

If it's a cool summer day, have the windows open. Conversely, if it's cold and dreary, light a fire in the fireplace.

20. Don't Get Discouraged

If offers are made that don't match your hoped-for price, don't instantly reject them – instead, pay attention to your agent's advice. If several weeks go by with few or no showings, consider dropping the price. If you and your agent have priced your home properly from the start, this shouldn't be necessary. Remember that it only takes one buyer!

Ready to Get Started? Contact Acuity Group today!

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