

The Seven Essentials

for Selling Your Home Faster & for the Most Amount of Money

1. Get a Professional Home Inspection, Roof Inspection and Termite inspection

- You'll know what is wrong
- You'll know what needs to be fixed
- You have the option to fix prior to going on the market.....ANY BIG TICKET ITEMS \$\$\$ BETTER TO KNOW IN ADVANCE
- Take repair costs into account for your bottom line
- Avoid having to fix issues that are not truly issues
- Shows you are transparent and have nothing to hide
- Let's you know what types of loans (VA loans require section 1 repairs fixed typically by sellers) you can accept and the consequences

2. Get Your Home Appraised by a Licensed Certified LOCAL Appraiser (who knows the area)

- Takes the guesswork out of pricing
- Ensures proper negotiations are made upfront regarding price and terms in the contract should the home appraise higher or lower than the agreed upon contract price
- You'll know how much the bank will loan
- Ensures you don't overprice your home
- Ensures you don't underprice your home
- Zestimate is not accurate; it is an algorithm and does not take into consideration upgrades, views, lot size/location, age, etc.

3. Get Your Home Staged or Do Semi Staging Both Inside and Out

- Home will sell faster
- Home will sell for more money (on average around 6% more)
- Buyers can see themselves living in the home (future pacing)
- Most bang for your buck will be in carpets and paint (if necessary)

4. Require the Buyer to Have a Pre-Approval Letter, Never Just a Pre-Qualification

- Ensures that the underwrite has already seen entire file and approved it
- Underwriter has seen taxes, W-2s, verified employment, bank statements, etc.

5. Offer Home Warranty to the Buyers (typically 1 year)

- Gives buyer assurance that if any issues come up, they will get fixed for a nominal fee
- Licensed professional will take care of the issue
- They aren't worried about having to come up with additional money later on that they don't have

6. Have all Disclosures In-Hand Prior to Going on MLS

- Saves you time and money
- Less chance of buyer's remorse or fallout
- Keeps buyers away who may have problems with any disclosed items

7. Be as Flexible as Possible With Showings and Have the Home SHOW Ready

- You want your home sold so make it as available as possible
- Don't give a buyer the opportunity to fall in love with another home when they could have fallen in love with yours first. Many buyers stop after they found "the one"
- Be sure your home smells nice and is clean. If a buyer sees a home that is dirty and unkept, they will assume you have not properly maintained your home.

Being Transparent and Taking Care of Any Issues or Problems Prior to Listing:

Buyers and their agents welcome the transparency in purchasing a home from a seller who has taken the time to be as diligent as possible in fixing any issues, as well as fully disclosing any previous issues. Also, it ensures that any problems, issues, or concerns are dealt with prior to going into escrow so that you don't waste your precious time, resources, and money.

Consider Getting Seller's Coverage: Helps Pay for Most Issues That Arise After You Put Your Home on the Market and the Cost is Nominal.