



# 10 TIPS TO SELL FAST

## 1 PRICE IT RIGHT FROM THE START.

Often times homeowners think they should list the home with a high asking price and then lower it later if the house fails to sell. But this can result in a slower sale and occasionally at a lower price. The first month of activity is normally the best activity you will see. If the price is too high, most buyers and their agents will stay away, assuming you're not serious about selling or you're unwilling to negotiate.

## 2 ENHANCE YOUR HOME'S CURB APPEAL.

Prospective buyers form an opinion the moment they spot the home. Curb appeal is everything to some buyers and driving into the driveway and walking to the front door sets the expectations. Adding new sod, planting flowers, painting the front door or replacing the mailbox are all great ideas.

## 3 CLEAN, DECLUTTER AND DEPERSONALIZE.

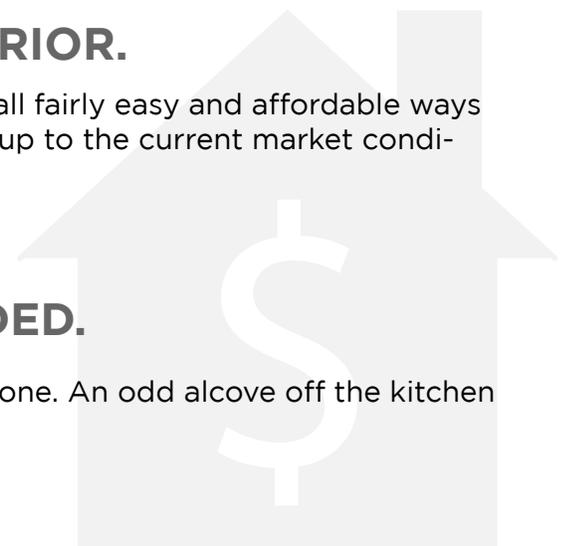
The fewer things that are in the home, the larger the home will look, so remove knick-knacks and excess furniture. Also in order for potential buyers to envision the home as theirs take down family photos, religious items and political posters. Finally hire a cleaning service to perform a deep cleaning of the house just prior to listing it for sale.

## 4 UPDATE THE INTERIOR AND EXTERIOR.

New fixtures, fresh paint and updated landscaping are all fairly easy and affordable ways to give your home a makeover. The house should look up to the current market conditions and what's in style.

## 5 USE ROOMS AS THEY ARE INTENDED.

If you have odd rooms with no obvious role, give them one. An odd alcove off the kitchen could be staged as an office or a pantry.



## **6 MAKE THE PROPERTY EASY TO SHOW.**

The more flexible you are about showings; the more people will be able to see your home. Be ready for prospective visitors early in the morning, at night and on weekends, with little notice. Also, leave when the house is shown so would-be buyers can feel free to move about without feeling like intruders and discuss the home's pros and cons honestly.

## **7 REMOVE PETS BEFORE SHOWINGS.**

Also remove their paraphernalia, such as dog dishes and cat litter boxes (or at least hide them). A prospective buyer shouldn't even know that a pet lives in the home if you can help it.

## **8 ENSURE YOU LISTING IS ON ALL MAJOR ONLINE HOME SEARCH SITES.**

This is usually part of an agent's service, but it doesn't hurt to double-check that your listing is on Zillow, Trulia and Realtor.com. It also helps if your agent showcases the home on social media. Your agent and their company should have Facebook business pages where your listing can be shared.

## **9 ENSURE GREAT PHOTOS ARE TAKEN OF THE HOUSE.**

Most homebuyers start their search online and decide which homes they want to see based on the photos. You probably want something better than snapshots taken quickly with a cell phone.

## **10 LIFE IN YOUR COMMUNITY.**

The listing should include photos not only of the house, but also of nearby recreation, dining and shopping areas. If the schools are good, make sure that information is in the listing. You're not only marketing the home - you're marketing the lifestyle.

