



# Selling 101: Steps to Selling your Home

## 11 Steps to Selling Your House

- 1 Plan and Prepare to Sell Your House**

Plan ahead by choosing the right time of year to sell and take the time to prepare your home before you list it. Ask several agents for a Home Value Report and for assessments on repairs you can make ahead of time to increase your homes' value. Choose the right time of year to list your home.
- 2 Make Necessary Repairs and Improvements**

This is the time to look at your home through a buyers eye, fix any major issues and make improvements where needed. Focus on small improvements which will push your house's value up. Full remodels are not recommended. Instead patch & paint walls, replace old flooring, fix problem areas, repair broken fixtures, plant flowers and improve curb appeal.
- 3 Get a REALTOR**

Finding a realtor trained in your local market trends can help ensure you receive the best offer on your home as quickly as possible. Realtors have access to more marketing possibilities than the average home seller, which means that your home listing will reach more potential buyers in less time. Interview several agents and ask questions about how they will market your home and what they do that other agents don't. Make sure they take Professional photos of your home and provide other valuable listing tools like Showing Time and Text Message Marketing. A realtor that offers Matterport 3-D Virtual tours is a bonus! Be sure to check their reviews and references.
- 4 Set Your Asking Price**

Accurate pricing sells homes. The price your home enters the market with can mean the difference between creating a bidding war and getting the most money for your home or it sitting on the market for months. Your agent will likely help you figure out the best listing price for your home. Market trends, neighborhood values, and interest rates will all figure into the final number. Listen to your agent as they know the market best and will price it according to what will help attract the highest number of Buyers.
- 5 Deep Clean and Stage Your House for Listing Photos/Videos & Showings**

The difference between a staged home and an unstaged home can translate to THOUSANDS of dollars in the sale price. Clean your entire house thoroughly including the basement and garage. Clutter often makes rooms seem smaller, and overwhelming decorations may prevent a potential buyer from envisioning their own style in the room. This is a time to truly accept that you're moving forward and allow yourself to picture your home through potential buyers' eyes. Rent a storage unit and pack up as many things as you can live without and bring them to storage. Closets should be emptied as much as possible and organized, and photos taken off the wall so buyers can imagine their own things in the house.
- 6 Write a Compelling Listing Description**

Ask your agent to preview the Property Remarks before publishing to the MLS. Make sure they are written in proper grammar and they include all important details about your house. Write a creative description, and stay honest. Write a FULL Description but stay within the allotted character allotment.
- 7 List Your House for Sale and Market It**

Once the photos/videos are taken, your listing is ready to be published to the MLS! The first week is the most important!  
Your agent will be marketing your home and telling other agents about it, so be sure to keep your house clean and be ready for showings at a moments notice! Vacuum daily and keep laundry and kitchen mess to a minimum so you can clean up quickly when the time comes. Have pet carriers ready for a quick exit, turn on lamps & lights in every room and set out bottles of water and pre-packaged snacks for potential buyers to make your house stand out.  
  
TIP: Buy pre-made cookie dough and bake cookies just before a showing and set out for your visitors. Your house will smell like fresh baked cookies and your guests will love the snack! It also makes your home more memorable!
- 8 Plan an Open House**

Not every agent is willing to put forth the time and effort it takes to put on an open house. A successful Open House can attract attention from people searching nearby and create a buzz around your home often creating a potential bidding environment. Be sure to collect valuable feedback from potential buyers.
- 9 Review Offers and Negotiate with Potential Buyers**

This is not a time to get sentimental. Review each offer carefully and ask questions. Pay attention to the type of payment the buyer is making; a conventional loan has different requirements than a VA Loan or FHA Loan. Make sure your buyer has a pre-approval letter from the Mortgage company. Each contract is different so make sure you review all contingencies, seller concessions, possession date and proposed closing dates to avoid delays. Taking the time to read and ask questions can help you avoid costly problems.
- 10 Accepting an Offer & Closing Time**

Once you've finally accepted an offer on your home, inspections will be done to satisfy both the buyer and their mortgage lender. Additional repair requests are sometimes negotiable and cost can be split between the buyer and seller, so be sure to ask before shelling out more money. Many sale agreements are incredibly complex and feature a number of qualifications and fine print. Your realtor is familiar with these documents and can help guide you through the process.
- 11 Moving**

Depending on how far you're moving, you may require the assistance of a professional mover. Large, bulky items like television sets and furniture are not generally accepted by companies like FedEx or UPS. Consider not only the cost to move, but other factors like time and proper equipment. Though professional movers may seem pricey at first, when you look at the time and money to get similar results, you may re-consider. Be sure to get moving estimates in writing and compare several companies. Ask for discounts and be sure to only use licensed, bonded movers. Also make a checklist so that you're organized and efficient.



## Bonus Tips on How to Sell Your House Fast



### Tip #1

List when the market is high and in the season when moving is most common for your area.



### Tip #2

Make sure the outside of your home is clean and attractive. Plant flowers and clean up for the best first impression.



### Tip #3

Smart Homes sell - add smart light bulbs and thermostats to increase value and make your home more attractive.



### Tip #4

Keep Pet areas clean & fresh. Spray Febreze often or use plug-in fresheners to keep bad smells away.