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# 15 Tips When Selling Your Home!

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**1. Design a solid, written marketing plan.**

To get the best price for your home . . . often with multiple offers . . . you have to do more than just put it in the MLS and hang up a “for sale” sign. Everything has to be perfect. My powerful Home Marketing Plan covers every step needed to successfully sell your home for the best price and close the sale on time.

**2. Stay on top of the market.**

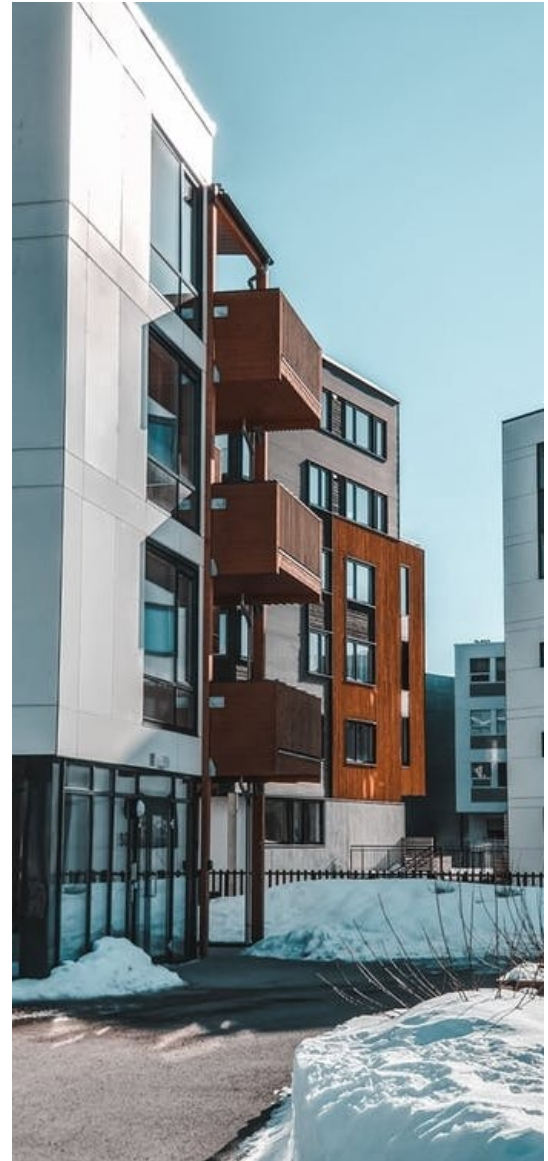
The real estate market is always changing and it’s important to keep up with it. Every day, new homes come on the market, listings expire and homes sell. As part of my Home Marketing Plan, I prepare a new market report every Monday and review it with you. We discuss specific adjustments to be made. Sometimes it involves pricing . . . often it does not.

**3. Stage your home to sell.**

Selling your home in “as is” condition leaves thousands of dollars on the table. Plus, it takes longer to sell. Less experienced agents lack the courage or the trained eye to discuss property staging and enhancement. I provide the most comprehensive home staging program in the real estate industry. Sometimes we add furniture . . . sometimes we just rearrange what you have.

**4. Make all known repairs.**

Buyers can tell when a home has deferred maintenance. And, who wants to take on somebody else’s home repair problems? Your buyer is going to have a home inspection. So, it’s wise to take care of the repairs right up front and build the buyer’s confidence with a clean report. I offer a free home inspection when you list your home for sale with me.



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## 5. Use high quality marketing materials.

What kind of marketing materials will be used to present your home? Many agents are on a tight budget and their sellers get short-changed. They take their own phone photos, don't create virtual tours, have a weak Internet presence and use cheap property brochures. I use a professional photographer for every listing, 3-D virtual tours are routine, the Internet presence is world-class and high-end, full-color brochures are created for each listing.

## 6. Create a powerful Internet presence.

When it comes to selling real estate, the Internet is everything . . . more than 85% of home buyers search the Internet for their new home. Thousands of visitors view the Windermere web site every day and we distribute your listing to hundreds of other web sites, worldwide.

## 7. Make your home easy to show.

"If you can't show it, you can't sell it." The message is clear . . . the more a home is shown, the more likely it will sell quickly. And, the faster it sells the higher the price. I'll make your home easy to show by installing a high-security key box or by setting up another system to satisfy your personal needs. I often open up my listings prior to a showing to be sure they present at their best with perfect lighting and room temperature.

## 8. Do open houses really work?

For certain properties in a popular location, an open house is one way to get a lot of people to quickly view your home. Sundays are the best day. For security, it's wise to have it adequately manned and request everyone register in a guest book.



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**9. Choose a large, full-service real estate company.**

The big national real estate companies, like Windermere, represent the majority of real estate transactions. We offer a big advantage with our superior marketing programs, communication systems, Internet web site, massive advertising programs, experienced agents and corporate relocation department.

**10. Select an experienced real estate agent.**

Many new people have entered the real estate industry during the boom. It seems like almost everybody has a real estate license! As a seller, here is what's important to you. Only a handful of real estate professionals have been through multiple real estate cycles and know exactly how to sell your home for the highest price possible, no matter what kind of market we are in.

**11. If your home is not selling . . . reduce the price.**

Suggesting a price reduction is the least favorite part of my job. But, it's often the most important! If your home is priced right, it will sell. The problem is that most agents don't understand changes in the real estate market. I know how to analyze the market, how to keep my clients informed and when to recommend a price reduction.

**12. Carefully analyze potential buyers.**

An active real estate market brings out marginal buyers. They take their time looking at all the homes for sale and often change their mind. They walk away from counter offers, cancel escrows for no reason and waste everyone's time. An experienced real estate professional will help you evaluate potential buyers before signing a sale agreement.

**13. Don't ever take a contingent offer.**

Less experienced real estate agents may encourage you to accept a contingent offer, which essentially takes your home off the market until the buyer's home sells. There's always another way to structure a contingent offer that will give you more control. For example, a delayed closing or a lease/option agreement are two ways to work with a buyer before they sell their existing home.



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### 14. **Negotiate a solid sale agreement.**

A carefully crafted sale agreement is the basis of a successful real estate transaction. It should properly reflect the obligations of the parties and not give buyers an easy way out if they change their mind. The deposit should be adequate, all contingencies should be removed on time and the buyer's funds must be verified. Years of experience help me draft the most thorough sale agreements in the industry.

### 15. **Manage your transaction perfectly.**

After getting a sale agreement signed, many agents turn their files over to a transaction coordinator, wait for the sale to close and collect their commission check. Many even charge an extra fee for this service! Managing a real estate transaction is one of the most important roles of a real estate professional. That's why I manage my own transactions and have one of the highest on-time closing records in the business.



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