

A SELLER'S GUIDE

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THINGS TO CONSIDER WHEN
SELLING FOR TOP DOLLAR



Eirene Matthews
CONNECTING HEARTS AND HOMES 

6 ESSENTIAL SELLER STEPS

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PARTNERING WITH A PROFESSIONAL AGENT



Find a stellar agent. As you know, real estate agents are a dime a dozen. That is why you don't just want any agent, you want the right agent, like myself, that'll be on your side every step of the way. As tempting as it might be to use a relative or friend or even a friend of a friend, the best way to have a great experience when selling your home is by partnering with a full-time professional, one with the experience and knowledge to get the job done. You need to get your home in front of buyers and lots of them. Most agents will simply list your home on the MLS, put a sign in your yard, possibly boost a Facebook ad, and hope for the best. As a professional agent, I go beyond the norm. I will expose your home to thousands of buyers through my innovative, strategic, online marketing plan that gets your home in front of buyers that are looking for homes similar to your's, the way buyers look for homes. I market my listings the way Fortune 500 companies market their products. Once the offers start coming in, you need an experienced negotiator, like myself, that will get your home under contract for the most money and the best terms.

PRE-SALE HOME INSPECTION



Getting a professional home inspection, before you even put your house on the market. I always recommend buyers get a home inspection, but this could be a great tool for sellers as well. These inspections are important because they give you the opportunity to find out if there are any major issues wrong with the home before you put it on the market, and it gives you more time to fix these issues if necessary. By doing this, you avoid having to quickly fix the issues or possibly having to re-negotiate the price, after your home is already under contract, and you can include the cost of these repairs in your bottom line. This shows buyers that you are completely transparent and have nothing to hide. Additionally, this will put your home at a competitive advantage to the other homes on the market that did not do a pre-sale home inspection, as well as help you determine what type of buyer financing you will be able to accept.

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PRICING YOUR HOME TO SELL

If you have ever seen *The Price Is Right*, then you know the only way to win is be the one to correctly guess the price of the item you want without going over, which means price it right the first time. Sellers must remember that a buyer's purchase power is greatly affected by current interest rates. As rates increase, buyer's power decreases. In today's shifting real estate market, where buyer's demand meets seller's supply, sellers will not be able to price their homes as aggressively as they did just one year ago in the unbalanced market. They will have to apply the same strategy, as in *The Price Is Right*. Be closest to the price, without going over. Pricing your home at or below market value, actually increases the number of buyers that see your home in their initial search. Homeowners that make the mistake of overpricing their homes will eventually have to drop the price, which causes buyers to wonder if the price drop has to do with something wrong with the home. When in reality, your price was just too high to begin with. Bottom line, if you are thinking about listing your home for sale, contact me to get the price right and some lucky buyer will win your home!



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PREPARING YOUR HOME TO BE LISTED



Once your home is in good working order, you want to set the stage and show off its best features. We need to declutter and depersonalize as much as possible, so potential buyers can picture themselves in your house. So take down the family pictures and the kids' artwork from the refrigerator. Put everything in its place and organize toys and books, make sure to limit the items on the kitchen and bathroom counters, and possibly a fresh coat of paint here or there. You will also need to do a deep clean and scrub of every surface to a shine. And do not forget to spruce up landscaping to help with curb appeal. If necessary, a professional stager can help with moving furniture and adding accents. This step helps to get your home in picture perfect condition so a professional photographer can come in to make sure your it is displayed in its best light.

SURVIVING THE SHOWINGS



So your home is on the market, and showings are hard to juggle, whether your house is empty or full of kids and pets. So here are a few tips to help. Make a daily to-do list. Reduce last minute panic by creating a check list of tasks to complete before leaving each morning. Put everything away, including laundry and toys. Make sure all of the beds are made. Clear off kitchen and bathroom counters. Put toilet seats down. Ideally, turn on all of the lights and open blinds and curtains to let in as much natural light as possible. On the outside, make sure the grass is cut, and there are no toys or trash in the yard. Lastly, have a plan for your pets, whether it is getting them out of the house or crating them. This gives the buyers a chance to focus on your home's best features. You are human, and there will be days you cannot get all of this done. On those days, if you get a call about a showing, just let your agent know so they can prepare the buyer.

GETTING YOUR HOME UNDER CONTRACT

This is it...you have an offer! Now the negotiations begin. We will go over each line and make sure you understand everything in the contract. We will pay close attention to purchase price, closing date, buyer financing, deadlines, contingencies, and additional terms. A good agent, like myself, will contact the buyer's lender to confirm the strength of the pre-approval letter. One of the worst things that can happen is a deal falling apart right before closing because financing fell through. Once both parties agree and sign the offer or counter offer, you are officially under contract. There are many steps between contract and close, including escrow deposit, inspection, appraisal, possibly HOA applications, and more. I know you don't do this every day. By partnering with a professional agent that knows and understands the process, I will be with and update you every step of the way to make sure the sale of your home goes as easy and smooth as possible for you and your family.



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CONTACT US TO TALK MORE

We would love to answer your questions and discuss more about what you read in this article. We can lead you on the right path to selling your current home! Call us, and we can help give you an accurate value. We look forward to hearing from you!



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