

# A SELLERS GUIDE

THINGS TO CONSIDER WHEN SELLING FOR TOP DOLLAR



Summer Edition  
2019



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# Curb Appeal

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We all know the phrase. Many times buyers won't even walk through a home that doesn't look cleaned up from the outside. Here are a few simple tricks that can save you money and maximize your return on investment at the same time: Utilizing black bark and adding a few flowers or plants that pop can take an old, ugly yard and turn it from frumpy to fabulous. Maybe you're wondering if the entire outside needs a new paint job. Have you considered just painting the front door and trim, many times that alone can spruce up the outer appearance and look as though the entire home had a new paint job? Right before pictures, be sure to water down the concrete or pavement as it will enhance the photos and make the home pop. Also, be sure to trim up the trees, landscape, and roses. If you've got so many trees that it hides the home, well, you're losing buyers. Lastly, be sure that all of your exterior lights are working and the home is well lit up at night. We've got many more tips to ensure that once we get a buyer to see your home, they are more likely to write on it.



# Key Features for Selling Your Home At Top Dollar

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By pointing out these key features when selling your home, you'll attract more buyers and keep out buyers who are not the right fit. Did you know that many buyers are purposefully looking for homes that belong to a school district that have high school scores? If your home is located in an area with higher school scores, that typically equates to selling at a higher price. Market that feature. Location, location, location is essential when pricing and selling and pricing a home.

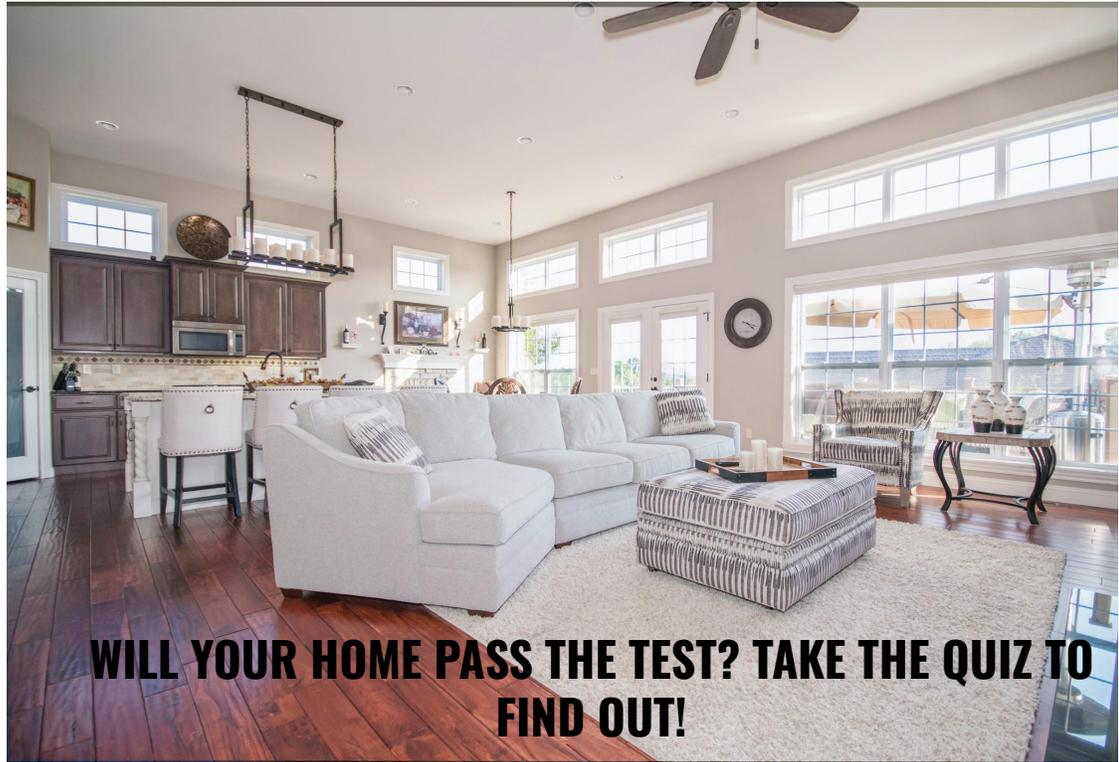
Also, it's important to know what homes are in higher demand. When there is less supply of a popular home, that means the home will sell for more money and more quickly. Right now, it is not as typical as it was in the past to be receiving multiple offers and bidding wars. It's essential when selling to know what is considered highly desirable. Be careful who you hire, experience matters. If you live in an area where there are major companies like Amazon, Google, Apple, eBay, or companies that employ a lot of people where there is a good job market that also increases the value of your home. In most cases, the closer you live to a big city, increases the value of the home and the further you go into the suburbs the value declines.



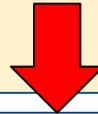
# Sell for Top Dollar Test

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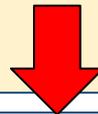
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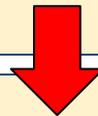
WHEN YOU WALK UP TO THE HOME DOES IT HAVE CURB APPEAL? FRESH LANDSCAPING, MAYBE A BIT OF BLACK BARK, FRESH FLOWERS, PLANTS OR TREES, NEW TRIM AND DOOR PAINT, OR POSSIBLY EVEN A NEW PAINT JOB?



HAVE YOU DONE THE 3 D'S: DECLUTTERED, DEPERSONALIZED AND DEEP CLEANED?



THE SMELL TEST.



IS YOUR HOME FULLY STAGED WITH MODERN FURNITURE TO ENSURE IT SHOWS TO THE BEST OF ITS ABILITY?



# Negotiations

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NEVER, yes I said NEVER take the first offer you get. Whenever a seller tells me that they sold their house in a day or a weekend, all I can think is “Wow, they left money on the table, they should have allowed proper marketing time to ensure they got the most amount of money on the sale and the best terms.” If you’ve got multiple offers, always counter more than one. In most cases, buyers will increase their offer or give better terms once they know they are competing with other people. Always tighten up timeframes and contingencies if possible. Get a higher deposit initially so that the buyer has more skin in the game. Be sure you are certain of the value of your home, if you or your agent aren’t 100% sure about what the home is worth, be sure to address that by countering out the appraisal in relation to the purchase price. Also, be sure the buyer qualifies and has the funds to cover the difference between the offered amount and what the home is appraised at. Be sure to always contact the lender prior to accepting an offer and ask qualifying questions of them like have the ran credit, verified employment, and seen the buyers taxes. Is the buyer fully approved and has it gone through either Desktop underwritten approval or To Be Determined approval. I am a certified Real Estate Negotiation Expert, so give me a call. I can walk you through successful negotiations and the closing process.

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# Contact Me to Talk More

I'd would love to answer your questions and talk more about what you read in this article. I can lead you on the right path to selling your current home or buying the home of your dreams! Look forward to hearing from you :)

**Main Point:** Don't hesitate on selling your home or purchasing a new one. Prices are holding steady right now and the inventory is still great! Call me and I can help give you an accurate value or find your dream home.



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