Six Tips for the Selling Process

Know Responsibility and Cost

Cost generally associated with the sale of a home includes: Home preparations for the sale, hiring a Realtor, paying any agreed-upon closing costs, who's responsible for what, and potential repairs as negotiated by the buyers

Set a Price

This is part science, part marketing, and part instinct. Sales prices are based on: Similar properties in the same area, supply and demand, fair market value and owner needs.

Home Prep & Marketing

Fix things, do some smaller cosmetic upgrades, and clean up clutter. Once the home is ready, excellent marketing is imperative (this is not home prep). Hire a realtor that does digital marketing and ask to see their market stats. Mass Exposure of your home will get the best return on your investment.

Negotiate Offers

As the Seller, you are able to accept or deny any offer. You can also make a counter-offer. The offer is not binding until both parties agree on the terms.

Prepare for Closing

Several steps will need to happen when preparing for the closing. Some of these things are: Inspections, title search, property survey, sewer testing, final buyer walkthrough.

Attend the Closing

This is the final step when selling your home! The deed is delivered to the buyer, the title is transferred, title insurance policies and financing documents are exchanged. The agreed upon price is also paid. Cost may include: closing costs, transfer taxes and other fees.

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