







Seller's Guide

Preparing to sell your house can be emotional and intimidating. You need to spend time making your home look its best because potential buyers will analyze every detail. It's important to look at your house "through the buyer's eyes" as though you've never seen it before.

Don't be afraid to make improvements that will make your home look more appealing. If you spend money to improve parts of your home you may have a better chance of receiving more in return and hopefully a faster sale. Here are things to consider if you are trying to successfully sell your home.

Preparing To Sell A House

Checklist for Preparing to Put Your House on the Market:

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Find a good real estate agent - Working with a knowledgeable realtor can help take some of the stress out of the buying/selling process.. Don't be afraid to be picky with choosing the right realtor.
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Clean your home - Declutter your home, clean the nooks and crannies, and make sure your home smells fresh and clean.
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Repair Imperfections- Fix any broken items in your home, patch holes in the walls, and apply a fresh coat of paint to rooms that need it.
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Stage Your Home - Decorate your home so buyers can imagine themselves living there. This means depersonalizing the space and using furnishings that are more appealing. Remember, less is more.
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Improve Curb Appeal - A buyer's first impression of a home is from the street. Make sure your home has awesome curb appeal with some minor improvements such as painting, landscaping, and power washing.
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Hide Valuables - Make sure to collect and secure your valuables before any showing or open house. Don't leave any valuables laying around for potential thieves.

Benefits of Working with a Realtor

Realtors have industry expertise and knowledge that is worth the cost if you are thinking about selling your home. Selling your own home can be tricky and is harder than you think. A good realtor can look at your home objectively and suggest ways to improve its appearance to potential buyers. Realtors also have access to a vast amount of market data about recent sales to price your home appropriately. Another benefit a realtor offers is assisting with the showing process. Buyers typically prefer to look at a home without the seller present so they can feel more comfortable exploring the rooms and visualizing themselves in the home.

A realtor can stand in during a showing or open house and run screens on potential buyers who want to walk through your home. Realtors have the ability to ensure your home is only shown to serious potential buyers who can afford your home. Lastly, realtors can help you sort through the details of contracts, closing dates, local regulations, and more. Having someone with industry expertise to handle these issues is incredibly beneficial and can help save you time and headaches.

Tips for Pricing Your Home to Sell

- Compare recently sold homes that are similar to your own-** Use a comparative analysis (CMA) to correctly price your home. Take into consideration specific details of the comparable homes such as square footage, number of days on the market, and final sales price.
- Analyze the mistakes of other sellers-** Learn from other sellers' mistakes. Study expired listings to gain insights on pricing your home to sell and look at photos to get a sense of how to make your home look attractive to buyers.
- Pay attention to the numbers** - Make sure you avoid obscure numbers and century pricing when determining the asking price for your home. Obscure numbers can be distracting to buyers and round number prices such as \$300,000 are less attractive to buyers than a slightly lower price like \$299,999.
- Price within popular online search ranges** - When doing research on pricing your home, pay attention to the price range filter options on popular listing websites. Pricing your home within those ranges can help your home garner more views since many buyers use price ranges to filter listings when searching for a new home.
- Try to see your home through the buyer's eyes** - Set aside your own feelings and emotions about your home and put yourself in the buyer's shoes. Look at comparable homes in your area and try to objectively identify what makes your home more or less valuable to buyers.
- Price your home to spark a bidding war** - Sometimes you can encourage bidding wars between potential buyers by strategically pricing your home at attractively low prices. Be aware this can be a risky strategy if your home is appraised for lower than the offered amount or if one party backs out early.
- Know when to cut the price after listing** - Lowering the asking price of a home is not an uncommon occurrence. If you recognize your house is overpriced, go ahead and make an accurate adjustment to the asking price instead of making small price changes over time. It's always better to make one big price correction early than let your listing become stale.
- Ask your realtor for expert advice** - If you are having trouble figuring out the perfect asking price for your home, consider asking an expert. Realtors have their finger on the pulse of your local market and a wealth of knowledge in pricing properties. They are up to date on the latest buying trends and can tell you how your home compares to others for sale nearby.

Seller Closing Cost

Seller closing costs include a variety of costs and fees. Here is a list of potential expenses you may encounter on your closing statement:

- Realtor commission
- Homeowners association fees
- Transfer taxes
- Seller credit for buyer closing costs
- Title insurance premiums
- Attorney's fees
- Escrow and settlement fees
- Home warranty fees
- Prorated property taxes
- Termite bond fees

Bring the following to your closing:

- A valid driver's license
- Questions about the settlement statement, if any
- The key to the home to give to the closing attorney or your realtor
- Any house documents that may be useful to the new buyer
- Bank account information for where to wire your proceeds

Home Seller Closing Checklist

- Gather important home documents
- Notify people that you are moving
- Cancel homeowners insurance
- Schedule cancellation of utilities
- Clean home one last time
- Leave all the keys, remotes, etc. in an easy-to-find place
- Leave behind manuals, warranties, and receipts for appliances
- Perform a walk-through with your buyer
- Do one more check for personal belongings
- Say your goodbyes and lock it up