

# Valuable Advice for Selling Your Home

*A great deal goes into the decision to sell your home, so when you're sure you're ready, make sure you take the best course of action to get the most out of your sale.*

## 1.) **Understand your needs:**

Why are you selling your home?

How quickly do you need to sell?

Does the sale make sense financially?

Where are you planning to move? Rental or Purchase?

What are your expectations of the transaction?

What experiences have you had selling a property?



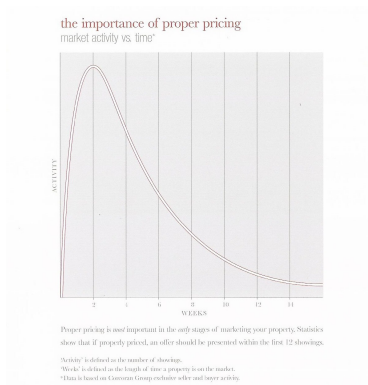
## 2.) **Hire a highly experienced agent to showcase your home.**

Numerous studies have shown that those who sell properties with real estate professionals receive 17% higher prices for their homes. Over 90% of all transactions are consummated by agents in NYC - Wouldn't you agree that 6% is a small price to pay to yield you an additional average of 11%? For such an important and valuable transaction, why not leave it up to the experts? You can sit back and enjoy your weekends and obtain the very best price!

3.) **Be cautious of agents who negotiate their fee.** Many sellers mistakenly feel they're getting a bargain if their agent cuts their commission by a percent or two. This is quite understandable, however from a professional standpoint they are missing out in a big way. First of all, the agent you are hiring will be negotiating for you in the future. Actually, the entire transaction is a negotiation. Would you leave such an important transaction in the hands of an agent who knowingly offers a less than competitive rate? Are they serving you, or themselves? Might this affect you down the line? Usually, we this makes us question the motive and quality of the agent. Since over 90% of all transactions are consummated with agents on both sides of the transaction, the seller is losing out the largest asset an agent can bring to the table-another high quality agent. Make sure your agent truly serves your needs. You'll thank them in the end.



4.) **Obtain comprehensive comparables.** A true professional will have seen hundreds of properties and closely identify recent sales, competitive listings, market and niche market trends and properties in contract. Remember, the banks require a property appraisal to provide the loan. This step ensures the transaction gets to the closing table.



**5.) Price your home accurately.** Properly pricing a property is crucial. In the adjacent chart, you will see a property receives the most activity in the first two weeks. A property priced too high will miss this vital opportunity and will be at a disadvantage - properties that sit on the market usually need price reductions and receive much lower offers, as the property gets stale. In addition, customers and agents wonder why the home hasn't sold or what's wrong with it. Pricing slightly below market insures the most buyers with the best possible qualifications come through the door, and will hopefully bring multiple bids as well as the highest qualified buyer and possible price. Sellers are amazed when they follow this advice and receive results in a very short period of time.



**6.) Clean, manicure and prep your home.** Purchasers cannot see beyond mess, clutter and dust, and will be easily discouraged. What's more, a home that may appear to be less than perfect may create fear in a buyers mind. They may think a \$500 problem is worth \$10,000 off the price of your home. Wow - that's a big expense to pay versus putting in a little effort up front, don't you agree? Scent, color and design affect buyers motivation! Make it easy for them to say YES!

**7.) Show Time!** Is your property vacant? Hire a professional stager to rent furniture or virtually stage the home, to ensure it shows in the best possible light. It's worth the extra money! Empty apartments do not offer the special perspective that a furnished one does. Buyers usually cannot visualize themselves in an empty apartment and may easily pass it up when the competition looks plush and homey.

***Hiring a true professional will be the best move you've ever made!***

