

# How to Make Your Property Sell Fast

*When buyers walk into your property and say Wow!, it's a good thing. Emulate a Model Home.*

There are five factors important to the sale of a property.

- Location
- Price
- Condition
- Terms
- The agent you select

## Location

It is what it is, you can't move the property. You can't improve your location, you can only adjust for it. Being next door to a messy home, on a busy street, or next to a commercial area will negatively affect your properties value. Conversely, premiums will be paid for properties on quiet streets, around other nice properties, close to amenities or with outstanding views.

## Price

You have total control over the pricing of your property. The biggest trap Seller's fall into is in overpricing their home. Regrettably, some agents even encourage this damaging practice. The arguments of "How will we get more if we don't ask more?" or, "We can always reduce the price later," or, "They can always make an offer," sound reasonable enough, but just don't work to your advantage. A property that is priced at market-value, and in good condition, will sell quickly, and for full value. Why? Buyer's are looking for one thing, the best value. If your home is overpriced it will not represent the best value and Buyer's will go to others. If you later reduce your price to catch the market, the initial excitement of a "new listing" has passed, and you may need to reduce this "market tired" property **below market** value to attract attention. Market value can be determined by your agent or by a fee appraiser. Be sure to remove your rose colored glasses, **beware, over-optimism will cost you.**

## Condition

Home buying is usually an emotional purchase and sellers that create what I call the "**Wow Factor**" prosper. Preparing your home for sale is an important first step in selling quickly and for top value. Let's take a look at the steps you can take to create your own wow appeal.

Let's first consider the projects that create a high return Vs investment. There are projects that for each dollar you spend, you get \$10 or more in price. These represent good investments and we want to make sure we take advantage of them.

**Clean.** Do it or hire it, but have your place scrubbed top to bottom, every room, totally clean and keep it that way. Clean like a person possessed, inside cabinets, windows in and out, appliances, behind the washing machine, top of furnace, walls, closets everything. Clean outside too, spray the house, the sidewalks and driveway. How does your garage look? Now it's true that not all buyers will live in a clean house, but every one of them wants to buy a clean home. Phrased more accurately, none of them want to clean up after you.

**Paint.** How do your walls look? If you have any question at all, they need paint. Consider using white or off white, it appeals to a wider segment of buyers. The colors you love may put a buyer off. Play it safe and profit. How is the paint on the exterior? Often times a few hours spent touching up will help you avoid the impression

that the whole exterior needs repainting. Do you have any wild or old dated wallpaper? Get rid of it. White clean walls work.

**Remove extra stuff.** Living in a place for awhile you add stuff a little at a time and you may not even notice how crowded things are getting. A home that has too much stuff in it will feel very small to the buyer. Consider removing extra stuff to storage. Please remember to clear out closets and cabinets too. If a buyer sees that you are crowded in the home, they will assume the same will be true with their stuff.

**Lights.** Verify that all lights and lamps are operable and easy to access. Leave every light in the house on when you have showings. Light and bright is a positive effect, well worth the extra electricity. Open the curtains to show off those clean windows!

Make certain the **yard** is cleaned up, leaves raked, Shrubs trimmed, lawn mowed and edged. Invest in some fertilizer to get the lawn as green as possible.

**Repairs.** Make sure the maintenance on the property is up to date, and fix everything that is not up to par. It is much better to do it now than risk a sale when problems are discovered in the inspection.

## Terms

Most properties are sold for cash or the buyer will get a loan and pay cash. In this case, you are offering the same terms as other sellers, nothing special. You may have a low interest loan that is assumable, a loan that you think is not assumable but is, or perhaps you see an advantage in providing a loan for the buyer. In these cases, you can offer superior terms not available on other properties, and receive a premium price, and a faster sale.

**An agent well-versed in creative finance** can create buying opportunities that others cannot. These additional opportunities translate directly into **faster sales at higher prices**.

## The Agent You Select

Not all agents are created equal. *The abilities of agents vary tremendously*, and the better your agent, the better your outcome. Select your agent carefully, there are **thousands of your dollars at stake**. Look for an agent that is experienced, sharp, knowledgeable about marketing, motivated and comfortable to work with. For more details on selecting an agent request our FREE Report **Eleven Critical Money Saving Questions to Ask a Realtor Before You List Your Home, to Avoid Frustration and Financial Loss**

Sellers that price their properties near the market, have them in great condition, and enlist the services of a sharp agent will realize a faster sale, a higher net, and much less stress!