

5 FACTS

THAT DRIVE A SUCCESSFUL

HOME SALE



Selling your home can be surprisingly time-consuming and emotionally challenging. Strangers come in, poke around, critique your home, and then offer less than you think it's worth - if anything at all.

Below are five tips for getting the highest possible price for your home within a reasonable timeframe.

1. Kick emotions to the curb

When selling your home, it's best to see yourself as a businessperson rather than as a homeowner. Looking at the transaction from a purely financial perspective helps detach from the emotional aspects of selling your home.

2. Hire the best agent

A great agent will help set the right price for your home, strategically market your home and also play middleman, negotiator and problem solver. In addition, he/she will handle the enormous amounts of paperwork and pitfalls involved in real estate transactions - ensuring a smooth, stress-free experience for you.

3. Price it right

But be open to negotiation. Smart buyers will negotiate and, if you want to complete the sale, you may have to play this game. It's a good idea to list your home at a price that attracts buyers, while still leaving room for negotiation.

4. Make photos a priority

More than 85% of buyers start their home search online these days. Having multiple, crisp, clear photos - preferably taken by a professional - that showcase the entire house both inside and out will set your listing above the rest and help generate interest. An expert agent will be on top of this and ensure you have the right photos to highlight your home.

5. Primp and stage

If you don't clean, stage and declutter your home, you're leaving money on the table. Have a friend or allow your expert agent with a fresh pair of eyes point out areas that need work in case you're too familiar to "see" the trouble spots. Decluttering, adding a fresh coat of paint, eliminating odors and pumping up the curb appeal make a great first impression.

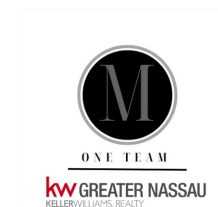
Few sales - if any - follow the perfect script. However, taking note of these five tips will go a long way toward helping you achieve the seamless, lucrative transaction every home seller hopes for.



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