

Michel Franklin Realtor® CIPS, RSPS 239.537.3330

Here are some TIPS for home SELLERS:

1. Enhance curb appeal: First impressions matter, so make sure the exterior of your home looks inviting. Consider freshening up the paint, tidying the yard, and adding some potted plants or flowers to create an appealing entrance. Drive around the neighborhood to see what others have done to their properties, and look at your home as if you were a buyer with a critical eye. And make it your mission to make those improvements ASAP!



2. Declutter and depersonalize: Remove excessive personal items and clutter from your home. This will help potential buyers envision themselves living in the space and make it easier for them to imagine their own belongings in the house. If you do not use something, pitch it, or if you cannot part with it, move it to a storage unit. Too much furniture makes your home seem smaller; look at the IRS rules in donating furniture to a local charity like St. Matthews House or Habitat For Humanity Naples Stores.

3. Stage your home: Consider staging your home to highlight its best features and create an appealing atmosphere. You can hire a professional stager or use some simple staging techniques yourself, such as rearranging furniture and adding tasteful decor.

4. Make necessary repairs and updates: Address any noticeable repairs or maintenance issues before listing your home. Minor improvements like fresh paint, fixing leaky faucets, or replacing outdated fixtures can make a significant difference in the overall impression of your home. Clean your home top to bottom, including walls, windows, treatments even artificial plants.....Selling means Spotless. Put your best foot forward, and any repairs you make will help your profitability.

5. Price it right: Work with a real estate agent like Michel Franklin to determine the optimal listing price for your home based on market conditions and comparable properties. Overpricing can deter potential buyers while underpricing might lead to missed opportunities. Striking the right balance is crucial. Take time and analyze your competitors of like-priced/sized homes in the area. Look at the market and ask your agent to estimate through market research how long it might take to sell in your community or neighborhood. She has the tools.

6. Know that your agent like Michel can Market effectively: Utilize multiple marketing channels to promote your home. This may include professional photography, high-quality descriptions, online listings, social media platforms, and traditional marketing methods like yard signs and brochures. Franklin has the ability to Maximize Marketing through two global reaches, Christie's International Real Estate and Luxury Properties International....along with the majority of local publications, including JRW's Home Look Magazine and print collateral explicitly designed for your property.

7. Accommodate showings: Make your home readily available for showings to accommodate potential buyers' schedules. Flexibility in scheduling can attract more interested buyers and increase the chances of receiving offers. Make sure all interior doors are open, lights are on, the home smells fresh and clean ...buyers use all their senses as they tour your residence.

8. I will Highlight the unique features: by Identifying and showcasing the unique features and selling points of your home. This could be anything from a spacious backyard to energy-efficient appliances or a newly renovated kitchen. I will emphasize these aspects in your marketing materials and during showings.

9. Respond promptly and negotiate wisely: When you receive offers, respond in a timely manner and consider each offer carefully. Your real estate agent can help you evaluate the terms and negotiate effectively to secure the best possible outcome.

10. Prepare for the closing process: Once you accept an offer, work closely with your real estate agent and attorney to ensure a smooth closing process. Be prepared to provide any necessary documentation and address any inquiries or requirements from the buyer's side.

Remember, these tips are meant to provide general guidance, and it's always a good idea to seek advice from professionals in your specific market to navigate the home selling process effectively.

--