

HOME SELLERS GUIDE

Expertly Serving the Hudson Valley & Catskill Mountains

Ulster, Green, Delaware, Otsego Counties



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REALTY



Cell: 845-439-2053



PRICING IT RIGHT & A GREAT 1ST IMPRESSION



How do I know I priced my home right?

Pricing your home right is crucial to attract potential buyers and ensure a timely sale. Here are a few ways to determine if you have priced your home correctly:

- **Research comparable properties:** Look at the prices of similar homes in your neighborhood that have recently sold or are currently on the market. This will give you a general idea of the price range for your home.
- **Consider the condition of your home:** Take into account any upgrades or repairs that you have made to your home, as well as its age and overall condition. This can affect the value of your home and should be reflected in the price.
- **Get a professional appraisal:** Hire a licensed appraiser to evaluate your home's value based on its condition, location, and market trends. This will give you an accurate assessment of your home's worth and can be used as a basis for pricing.
- **Listen to feedback from real estate agents:** Consult with real estate agents in your area and listen to their feedback on the price of your home. They have a good understanding of the local market and can offer valuable insights.
- **Monitor interest and offers:** If you are receiving a lot of interest and multiple offers on your home, it may be an indication that you have priced it correctly. If you are not receiving much interest, it may be time to reevaluate your price.

5 tips on increasing curb appeal of a home for sale

- **Freshen up the exterior:** Give the exterior of the house a fresh coat of paint or touch-up the existing paint. Repair any cracks or damages to exterior walls, doors, and windows. Clean gutters, pressure wash the driveway and walkways, add a new doormat or welcome sign.
- **Landscaping:** Curb appeal begins with the first look at your home from the street. It is essential to focus on landscaping. Mow the lawn, and trim any overgrown bushes or trees. Add fresh flowers or plants to the front or along the walkway. Also consider installing outdoor lighting to highlight the landscaping at night.
- **Upgrade the front door:** The front door is a significant factor in creating the first impression. Upgrade the front door with a new coat of paint or replace it with a new one. Also add a new doorknob or handle to make it look more attractive.
- **Enhance the windows:** Windows play a significant role in the appearance of a home. Ensure windows are clean, and any damaged screens or panes are replaced. Add window boxes and shutters to improve the aesthetic appeal of the windows.
- **Declutter and organize:** Get rid of any clutter or unnecessary items in the yard or on the porch. Organize the outdoor space by adding a seating area or outdoor decorations to make it look more welcoming. Consider adding a fresh coat of paint to the front porch or balcony to give it a new and refreshed look.

WHAT BUYERS WANT & INCREASE THE VALUE



5 things current buyers are looking for in a home

- **Home office space:** With more people working remotely, having a designated workspace at home has become a top priority for many buyers. They are looking for homes that offer a separate room or area that can be used as a home office.
- **Outdoor space:** With limited options for outdoor activities, having access to outdoor space is more important than ever. Buyers are looking for homes that offer a backyard, patio, balcony, or rooftop terrace where they can relax and enjoy fresh air and entertaining.
- **Updated kitchens and bathrooms:** Buyers are looking for homes with updated kitchens and bathrooms that have modern fixtures, appliances, and finishes. These features can add value to the home and make it more appealing to potential buyers in the future.
- **Energy efficiency:** Buyers are increasingly conscious of the environmental impact of their homes, as well as the cost of energy bills. They are looking for homes with energy-efficient features such as solar panels, Energy Star-rated appliances, and high-efficiency HVAC systems.
- **Smart home technology:** Smart home technology has become increasingly popular in recent years, and many buyers are looking for homes with features such as smart thermostats, automated lighting, and integrated security systems. These features can improve the convenience, comfort, and security of the home.

5 ways under \$2500 to increase the value of your home

- **Repaint:** The simplest and most cost-effective ways to increase the value of your home is a fresh coat of paint. Choose neutral colors to appeal to a wider range of buyers.
- **Curb Appeal:** Your home's curb appeal makes a big difference in the perceived value of your property. Trim trees and shrubs, plant flowers, and add mulch to your garden beds. Power wash your home and driveway, paint the front door, and update your mailbox.
- **Kitchen Upgrades:** Minor upgrades make a big difference in the value of your home. Replace outdated appliances with energy-efficient models, upgrade cabinet hardware. Replace countertops or add a new backsplash to give your kitchen a modern look.
- **Bathroom Updates:** Similar to the kitchen, minor updates to your bathroom can add value to your home. Replace faucets and shower heads, add a new toilet seat, and update the vanity. If you have more money to spend, consider upgrading the shower or bathtub.
- **Add Smart Home Features:** Smart home technology is increasingly popular with buyers. Adding a few features can increase the value of your home. Install a smart thermostat, add a video doorbell, or install smart lighting to appeal to buyers looking for modern conveniences.

MOVING CHECKLIST



Moving Checklist

- **Create a timeline:** Decide on a moving date and create a timeline for tasks you need to complete before the move.
- **Hire a moving company:** Research and hire a reputable moving company or rent a moving truck if you plan on doing the move yourself.
- **Declutter:** Go through all of your belongings and get rid of anything you no longer need or want. Consider donating or selling items that are still in good condition.
- **Pack:** Start packing your belongings well in advance of your moving date. Label boxes with the contents and the room they belong in.
- **Notify utility companies:** Contact utility companies (water, gas, electricity) to arrange disconnection at your current home and connection at your new home.
- **Notify important people and institutions:** Notify your employer, bank, credit card companies, insurance providers, and other important institutions of your change of address.
- **Update your address:** Change your address with the post office, and update your address with any subscriptions or services you use regularly.
- **Arrange for childcare or pet care:** If you have children or pets, make arrangements for their care on moving day.
- **DEEP Clean:** Clean your current home thoroughly before you move out.
- **Take inventory:** Before you pack up and leave, take inventory of all your belongings to make sure nothing is left behind.
- **Pack essentials separately:** Pack a box with essential items you'll need immediately after moving, such as toiletries, clothes, and bedding.
- **Pack valuables separately:** Pack valuables such as jewelry and important documents separately and keep them with you during the move.
- **Check the weather:** Check the weather forecast for moving day. Plan accordingly.

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DECIDING TO HIRE AN AGENT



You're not hiring a friend—you're bringing on a business partner to sell your biggest asset. Vet them like one.

What to Look for in an Agent:

- **Proven Results:** Ask how many homes they've sold recently. You need someone active, not just licensed.
- **Local Expertise:** They must know your area—your street, your school district—not just general zip code stats.
- **Real Marketing Plan:** MLS isn't enough. Look for pro photos, ads, email campaigns, open houses—the works.
- **Honest Pricing Strategy:** You want truth, not flattery. Demand comps and data to back up their price opinion.
- **Strong Communication:** Set expectations up front—response times, updates, and availability.
- **Tough Negotiator:** Ask how they handle low offers and inspection issues. If they flinch, keep looking.

Committed to your Success!

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OPEN HOUSE

Guest Registration

Address: _____ **MLS#:** _____ **Date:** _____

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Home Buyer Contacts

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