Three Ways Seniors Sell Their Houses **By Susan Mogren**

1. Walls collapsing, rain coming through the roof, a flipper will offer 40 cents on the dollar.
2. Get downsizing help, thin the contents while living there.

Get a dumpster, donate, sell and trash. Most buyers want it clean, pay for a deep cleaning.

Have a Home inspection. Fix DEFECTS. Roof, furnace, rotting trim boards, free energy audit with Mass Save and add suggested insulation. Sell as a great envelope, buyers add sweat equity for the anticipated interior updates.

1. Full scale remodel inside and out, kitchen and baths to today’s standards, move in ready.

Susan Mogren is one stop shopping, the catalyst to pull this together.

* Price analysis of property
* Review profit from each scenario, so you know what you have financially to take the next step.
* Counseling with adult children to review choices.

Downsizing FOUR things that get in the way for seniors

1. Overwhelm
2. Fear of the unknown – I can offer help because I see that it is possible
3. Down sizing years of treasures, getting rid of stuff.
4. CHANGE – The house is an obstacle for change.

Real Estate Promotion

* Every house sells with the right representation
* Every house sells at the best right price point in the market
* All marketing focuses on the positive attributes
* I offer light Staging to highlight the good and minimize the bad

5 Things that get in the way

1. Family dynamics, who is the decision maker, the older adult or family members, and who are the adult children involved
2. Overcoming obstacles
3. Fear of the unknown
4. Overwhelm
5. Overcoming procrastination