

HOME SELLING GUIDE

Are you ready to sell your home, but you're not sure where to start? If so, you're not alone. Whether you're thinking about selling because you need more space, you're ready to downsize or you're relocating, it's important to be prepared for the selling process. It can be both emotional and stressful, especially for first-time home sellers, but with our Home Selling Guide and the right real estate professional to help, there can be a 'SOLD' sign on your front lawn before you know it.

ARE YOU READY?

The process can be difficult and expensive, so make sure you're certain you want to sell before you get too far into it. Call your loan servicer to discuss your remaining mortgage balance. You'll also need to identify your time frame to move, your budget for pre-listing home improvements and the minimum price you will accept.

HIRE AN AGENT

You'll want to find an agent who has recent experience in your area and will know how to market your house locally. They'll help you set the right price, help negotiate offers and walk you through every step. They'll be there to give you expert advice, make sure that your interests are always protected and help you get the best price for your home.

REPAIR & STAGE

In order to get top dollar for your home, make it a home people will want to buy. Complete any repairs and stage your home in a way that will appeal to the broadest range of potential buyers. Small things can make a difference, from how your home smells, how welcoming it feels, and its curb appeal.

PRICE YOUR HOME

Finding the right price for your home can be a challenge, but it's one of the most important factors in a successful home sale. Your agent will perform a comparative market analysis based on your home's condition, age, square footage, location and the number of bedrooms and baths, to recommend a price that is right for your home.

MARKETING

Once you've prepared your home to sell, your agent will start working on marketing your home to buyers. Work with your agent to make sure they are doing all they can to get the word out about your home. They will use a variety of tactics to get buyers interested in your home including listing it on MLS, yard signs, open houses, flyers and social media.

NEGOTIATE

Your agent will serve as your expert negotiator and will work on your behalf to make sure your best interests are represented. Remain flexible and have realistic expectations. There is always the chance that you'll receive a low offer so don't take it personally. Consider the buyer's position and work with your agent to find a middle ground.

CLOSING

When it comes time to close on the home, you are responsible for some legal documents and processes. Tie up any loose ends: complete repairs, obtain certifications, submit property disclosures and review expected closing costs. Work with your agent to understand your obligations - and the buyer's!

POST-CLOSING

Lastly, you'll want to submit a change of address form to the post office, call your homeowners insurance agent to cancel your policy and close any accounts for utilities or subscriptions. Now you're ready to start the next chapter of your life - free and clear!