

How To Save Thousands on Your Next Home Sale

Are you thinking about selling your house or another parcel of real estate that you own? If so it is important to follow some of these guidelines to help you get the most out of your real estate and that can possibly save you thousands of dollars in the future. Although this is not a comprehensive list of everything that needs to be followed when deciding to sale your real estate it is list of important items that we have noticed at Mayfield Real Estate which can play a big role for most sellers.

- Make sure you list your property with a REALTOR®.** As members of the National Association of REALTORS® each member adheres to a strict code of ethics that provide a wide variety of benefits for buyers and sellers. Not all real estate agents are members of the National Association of REALTORS®.
- Have your real estate agent perform a competitive market analysis.** Often times real estate agents will not have the information or expertise and a know how for what other properties have sold for or what your current competition is. A real estate agent working for you will prepare a competitive CMA so that you can look at what other properties have sold for and what other properties similar to yours are listed for.
- Price your property competitively and correctly from the beginning!** Although many sellers want to try and get the most out of their property and take the philosophy that they can always adjust the price at a later date. In reality the best and most qualified prospects will come early in the game when the for sale sign first goes up and your property first hits the local multiple listing service hot sheet. Often times sellers who price their property higher in the beginning and then begin to lower their property over time get less for their property than they would have if it had been priced correctly from the beginning.
- Get a home inspection in advance.** Normally a home inspection will not cost you a lot of money and can be a good marketing tool for your agent when selling your property. It is also good because any major issues or problems that might arise can be fixed in advance. Smaller items that can sometimes give the buyer bargaining room to reduce your cost can also be prepared or fixed in advance of your marketing efforts and can generally save you hundreds if not thousands of dollars by preparing in advance.
- Reduce clutter.** It is important to remember that reducing clutter and as much furniture and other items in advance can help in the sale of your property. If you need to store things in boxes or pack things up and move to another location or to another family member or friend's property the extra room can normally be a benefit.
- Give your home a fresh coat of paint.** Generally a fresh coat of paint and cleaning the carpets are all very important in helping you sell your property. Normally painting your home will not cost much money and can add a good fresh up hill to your residents.
- Open drapes and turn on lights.** It is always a good idea to allow as much light to infiltrate your property as possible. Turning on lights, adding new stronger light bulbs and opening blinds and drapes is a big plus for marketing your property.
- Avoid music and avoid being home when your property is shown.** Although many sellers like to be present during the showing of their property for a real estate agent being gone can help immensely in the marketing of your property. Buyers normally feel free to open closets and look at the property without sellers following them around or talking too much about the property. You might also say the wrong information or come off as desperate to sale by being present during the showing.
- Provide copies of receipts on items you have purchases for your agent or repairs you have made over the last couple of years.** If you have installed a new roof and you have a copy of how much you spent for the roof that information can be helpful to put into a folder or book along with any other major expenses or expenditures you have spent. It is also a good idea to have copies of your taxes, the insurance premiums, utility cost per month and any other important information such as surveys or plats that maybe available to help your real estate agent during the marketing process.

- ❑ **Clean the front porch and front lawn of any debris or items that might be a turn off when people are driving by to look at your property.** Making sure your grass is mowed and well manicured along with a clean swept front porch without a lot of debris is very important in the marketing efforts of your property.
- ❑ **Make your home look like a magazine.** Having your beds made, clothes picked up off the floor, tables straightened and rooms fit for a picture of a magazine are important and can be a big hit when buyers tour your property for a possible home purchase.
- ❑ **Be open to listen to suggestions from your agent.** It is always important to remember that your real estate agent is the professional and has the expertise or know how in selling your property. Many agents will report back to your listing agent as to what buyers or other agents think about you property or what needs to be fixed or changed. If this is the case be sure to have an open mind and listen to any suggestions that your agent may have to improve the market ability of your property.

Again this is not a comprehensive list of what you need to do to sale your property but by incorporating these few suggestions it will help immensely in the marketing of your property and to get you the most out of your real estate and for a happy and successful real estate closing. For more information about any of [Company Name] visit our website at [Company Web Site] you can also e-mail us if you have other questions at [Agent E-Mail Address].