

Marketing Suggestions

HELPFUL TIPS FOR SELLING YOUR HOME

Did you know that some improvements on your home can potentially **raise the value** of your property And that first impressions matter a great deal?

- The first thing a prospective buyer sees is the outside of your house. Curb appeal is probably one of the most important factors in selling your home. If a potential buyer sees the outside and doesn't see beyond that, they probably won't even come in. Make it appealing.
- Landscaping is a must. Keep the lawn mowed, trim the hedges/shrubs, and clear the walkway. If it is summer, spend a little money and plant some flowers. Flowers make everyone smile.
- Does the outside need a fresh coat of paint? Take a look at your home as an outsider. What do you like don't you like about it? Start there. You could always take a walk in your neighborhood. See what stands out about your neighbor's homes and what differentiates theirs from yours. You can always learn from others. Ask your friends for their advice.
- The inside is just as important as the outside. Keep it clutter free. This is a must--even if you have to rent storage space until you sell. Keep the curtains or window treatments open. Make it as airy as possible. If applicable, open your windows. Oh, and don't forget to clean those windows!
- You probably already know that paint is an **inexpensive** way to make your house look its best. Keep the colors simple and basic. Soft warm colors will transform a house. When my friends complain and want new furniture, I often tell them to paint the rooms. It's like getting new furniture. It gives life to a room, regardless of how the furniture looks.

Did you know that the **MLS listing service** is **the most powerful tool** for selling your home?

- Your home will be listed on your regions area MLS service;
- Realtors check the MLS several times a day to find homes for their prospective buyers;
- Your listing includes a color photo and all the details about the house and its amenities;
- Agents are just as motivated to sell your home as any other home on the MLS;
- Once your home is listed on the MLS, it automatically goes into Realtor.com, which is one of the most visited real-estate websites;
- The Internet World is vast. Your listing will be seen by millions.

Did you know that the **second most powerful tool** is **Good online photos** of your property?

- Having as many good photos of your property online as possible will help your showings, since today most people shop via the internet before choosing what homes to go view personally;
- Many times No Photos will get your listing skipped over all together;
- See our [Photo Guidelines](#) file found in the same section.

Did you know that the **third most powerful tool** is the **Yard Sign**?

- Having a sign is strongly recommended for marketing your property;
- It indicates that you are serious about **SELLING** your home.

Pricing Your Home

- Do your homework before pricing your house—getting a professional appraisal is a major plus;
- Take your time in this process;
- If you over price the house, it won't sell;
- If you under price your house, it may sell quickly, but you will have left money on the table;

- Make sure you get a CMA (Comparable Market Analysis). It will compare similar homes in your area – request one today, it is free with our service.

Marketing Your Home

- Have a script ready for phone calls from potential buyers;
- Prepare a fact sheet to show the special features, e.g., pool, bedrooms, fireplaces, nearby schools, shopping, recreational facilities, etc.;
- Use key words for fact sheets and ads: Unique, One of a Kind, Original, Paradise;
- A fact sheet is an important part of advertising your home. Don't omit this;
- Fact sheets can be done very professionally right on you're desktop;
- Pass the fact sheets around the neighborhood;
- Consider a referral fee if a neighbor brings you a buyer;
- Talk to people at work. Make it known that you are selling;
- Post the fact sheets wherever you can, at stores, etc.;
- Have a garage sale (get rid of the clutter) and hand out flyers;
- Hold an open house. Place an ad in the local paper and use an "Open House" sign;
- Get information from visitors so you can follow up with them. Have them sign in when they arrive;
- If you place an ad in the local papers, don't use words like "asking" or "negotiable;"
- Be prepared for negotiations. Have a Purchase and Sale Agreement on hand in case of an offer. Offers should always be in writing;
 - Never discuss the amount verbally. Ask potential buyers to present their offer in writing, if they are serious. Be prepared to counter in writing or accept the offer;
 - A printable copy of the [NYSAR Purchase and Sales Agreement](#) is also available on our site.
- Offer to provide a Home Warranty. It gives buyers some peace of mind.
 - Contact us to review our Home Warranty application today!

Actual Show Time

- Remember, no clutter!
- Room temperature should be comfortable;
- Leave fact sheets around the house (you could do a fact sheet on each room);
- Anticipate buyer's questions;
- Anticipate questions about possible remodeling. You might be able to offer suggestions. Perhaps you have considered them yourself;
- Be on time and ready for your open house;
- Invite your neighbors to the open house and suggest that they bring a friend or family member who might be interested;
- Be pleasant and listen. You will pick up on a few important details. You can address their concerns right then;
- Don't volunteer personal information;
- Don't be pushy;
- Be cordial, but don't overwhelm prospective buyers;
- Keep a sense of humor. It will help.

If you do some planning and simple repairs, you can optimize the market value of your home. This should improve your chances of a quick sale. Out-of-the box thinking and an energetic approach will net you the contract you are seeking.

Thank you and good luck on your sale!