

THE ULTIMATE GUIDE TO SELLING YOUR HOME

How to Put Your Home
on the Market and
Attract Buyers

2018 Edition



Assist  Sell[®]

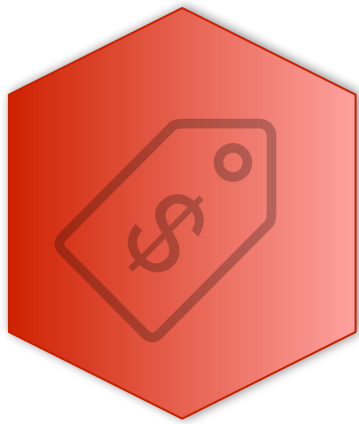
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SO YOU'RE THINKING ABOUT SELLING?

Aside from buying the home of their dreams, selling a property is one of the biggest tasks many people will undertake in their lifetimes. There are numerous intricacies that go into the process of not only putting a home on the market, but also effectively promoting a residence and attracting qualified buyers.

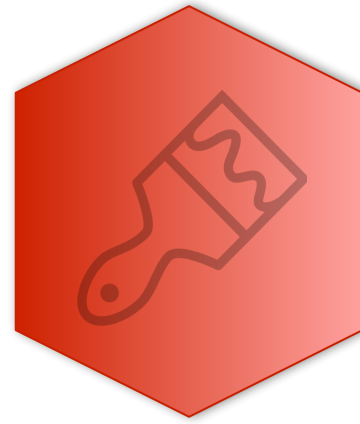
In this detailed guide, we provide a thorough breakdown of some of the details that go into the selling process — and how a real estate agent can ensure that process goes quickly and smoothly.

IMPORTANT FACTORS



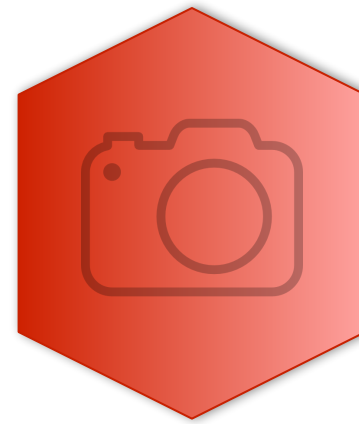
PRICE

Setting the right price for your listing off the bat is vital to selling it in the time frame and for the price you desire.



CONDITION

Making updates, additions, and alterations to your residence can provide a big boost in your sales efforts.



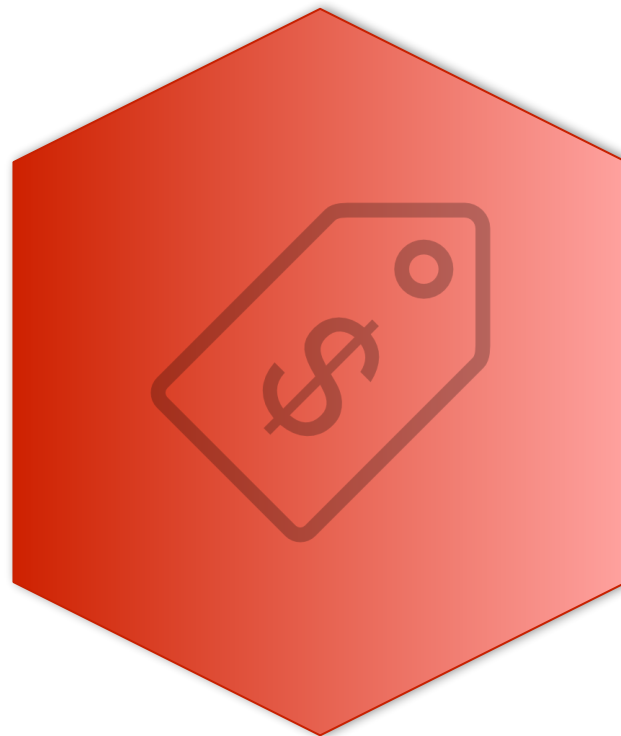
PRESENTATION

The aesthetic of your property plays a major role in how many buyers it attracts to showings and how quickly it sells.



LOCATION

Though you have no control over this particular factor, you can leverage your community's best attributes to help market your home.



PRICE

Be Realistic- If you've lived in your home for several years, you've likely invested lots of time and money into maintaining it, and hopefully made many fond memories. Nevertheless, it's important to be realistic and approach pricing with an eye for current market conditions. Determining a good asking price is the most important factor in the success of your home's sale.

PRICE



Market Analysis

Before you decide on your final asking price, contacting an experienced real estate agent is always a smart move. They will share their considerable market knowledge and experience regarding local real estate activity. Leave it to them to source market data and create reports that will help paint an accurate picture of your home's current value. In addition to what others have listed and sold her house for, you'll need to take into consideration other factors like your home's style, square footage, age, and how long other homes have sat on the market.

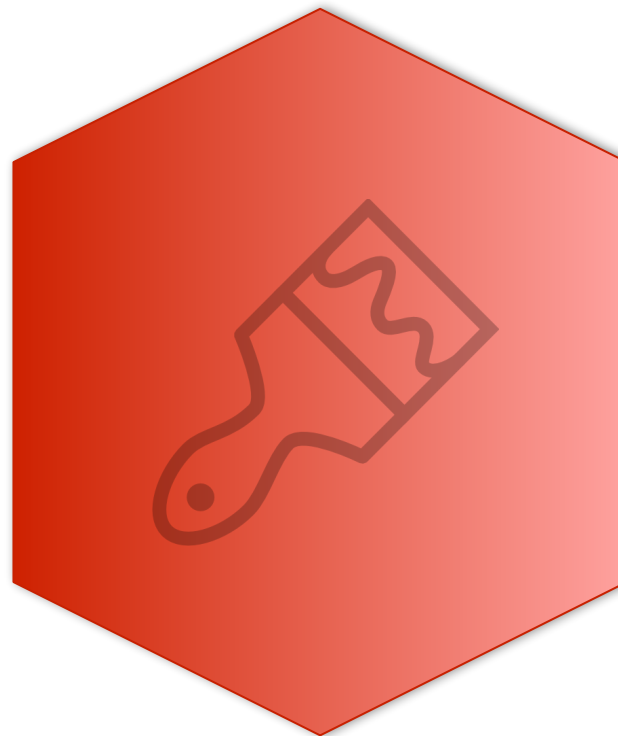
PRICE



Online Valuation Tools

Search for “home valuation tool” in Google and you’ll get quite a few — er, millions — of results, so there’s no shortage of online resources that can give you a rough estimate of your home’s value. Also, remember just that: These will be rough values. For instance, Zillow’s “Zestimate” tool is arguably the most popular home value calculator, but it’s certainly flawed and doesn’t always provide the most precise data.

You can use our private real time real estate stats tool, or let us prepare the value estimate for you. You can find more information here: [MLS Home Value Estimate](#)



CONDITION

You can walk around your home with your agent and pinpoint parts of your home that need attention before listing your property for sale. You can then take care of the problem areas yourself, or employ a pro to take on the fixes for you. Specifically, there are three types of upgrades home sellers generally have to make to the residences before listing.

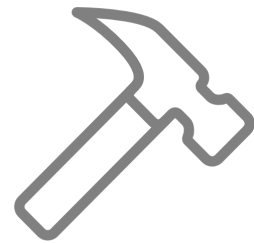
CONDITION



Refresh

Minor projects like painting, spackling, and caulking don't necessitate hiring a professional to come out (unless, of course, you don't mind shelling out a few hundred bucks or more for them to do so). These types of small-scale tasks can be taken care of with a little bit of research and buying the right tools and objects at your local hardware store. Specific things to look for in your home include holes where you've hung paintings and pictures that need to be filled, toning down the color scheme of certain rooms, and cleanliness of your garage and/or patio. Curb appeal upgrades like these can go a long way in getting positive feedback from potential buyers.

CONDITION



Repair

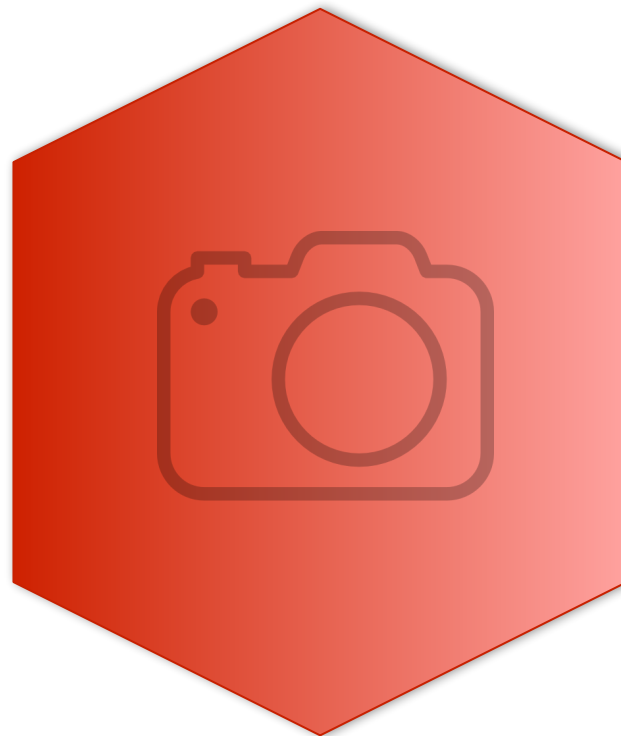
Once you've taken care of some slight refreshing of certain corners of your residence, you can turn your attention to more substantial restoration projects. Inspect your kitchen and bathroom for broken cabinetry and handles. Look for cracks in your walls, ceiling, and floor. Determine if you need to re-tile your roof or siding. There are often dozens of small components of your home that need addressing, so carefully investigate your interior and exterior for things to fix.

CONDITION



Replace

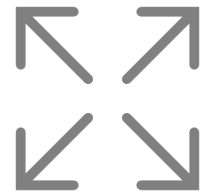
Unfortunately, there may be a few aspects of your home that need to be overhauled and replaced entirely. Items like tub liners and certain types of wood floors don't age gracefully and get scuffed and scratched with regularity. Moreover, pet owners can attest to their friendly feline and canine pals ruining things like carpet. The good news is real estate agents likely know of one or more reputable home improvement professionals who can come by and repair these areas as needed. Should you make major replacements, like new flooring, ensure you select high-quality, visually appealing material. When in doubt, go with a popular paint color, floor material, countertop surface, etc. Soft neutral colors are always safe.



PRESENTATION

You've settled on a solid list price, you've made updates to your interior and exterior — now, it's on to staging. Making your home look both functional and beautiful and marketing your revamped home to the right audience takes some skill.

PRESENTATION



Marketing Basics

Head online to promote.

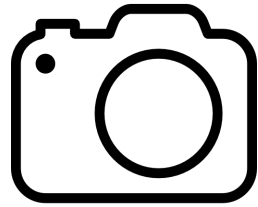
First and foremost, develop a presence online with your agent by posting your listing on their site and other real estate portals. Assuming your agent has a modern, mobile-optimized real estate website, you're in good hands. Also, use social media to alert friends, and you must have a quality virtual tour slideshow to promote your listing.

Create offline collateral, too.

Despite the growing preference of home buyers to search for properties online, it's worthwhile to have offline marketing tactics in play. Yard signs and flyer boxes can help spread word that your home is on the market. It's harder to measure the effectiveness of offline marketing, but it can still help with word-of-mouth promotion.



PRESENTATION



It's All About The Details

Keep your home clean and organized inside and out. Home buyers want to be able to envision themselves living in a residence they tour, so keep everything tidy.

Outside

CURB APPEAL REALLY WORKS! Check the condition of the house--especially the front door and trim. Paint or polish if necessary, and sweep the front porch. Clear rain gutters, and check the roof for dry rot.

KEEP THE YARD TRIM AND TIDY. Go around the perimeter of the house, and move all garbage cans, discard wood scraps, and other refuse. Look at the plants; prune bushes and trees, and make sure that no plants block the windows.

Weed all planting areas, and remove any dead plants. Keep lawn freshly cut and fertilized.

WASH THOSE WINDOWS. Nothing costs so little and adds so much as clean windows. Dark rooms do not appeal and look small.

CLEAR PATIOS OR DECKS of all small items, such as small planters, flower pots, charcoal, barbecues, toys, etc.

PRESENTATION



It's All About The Details

Inside

A SPARSE KITCHEN helps the buyer mentally move their own things into your kitchen. Clear all unnecessary object from the kitchen countertops. If it hasn't been used for three months, put it away. Clear refrigerator fronts of messages, pictures, etc.

BATHROOMS SELL HOUSES. Repair caulking around tubs and showers. Remove any unnecessary items from countertops, tubs, shower stalls, and commode tops. Keep only your most needed cosmetics, brushes, perfumes, etc. in one small group on the counter. Coordinate towels to one or two colors only. **MAKE THIS ROOM SPARKLE.**

REARRANGE ROOMS NEATLY. Remove excess furniture. As owners, many times we have too much furniture in a room. This is wonderful for our own personal enjoyment; however, when it comes to selling, we need to thin out as much as possible to make rooms appear larger.

REMOVE THOSE UNNECESSARY OBJECTS THROUGHOUT. Keep decorative objects on the furniture restricted to groups of 1, 3, or 5 items.

PETS? Keep them out of the way and preferably out of the house. Have the children take them for a walk when the house is being shown.

AVOID HAVING TOO MANY PEOPLE AROUND. The customer will feel like an intruder and will hurry through the house.

MUSIC IS MELLOW but not when showing a house. Turn off the radio and stereo and TV. Create an atmosphere conducive to talking.

SILENCE IS GOLDEN! So be courteous and helpful and then be quiet!



LOCATION

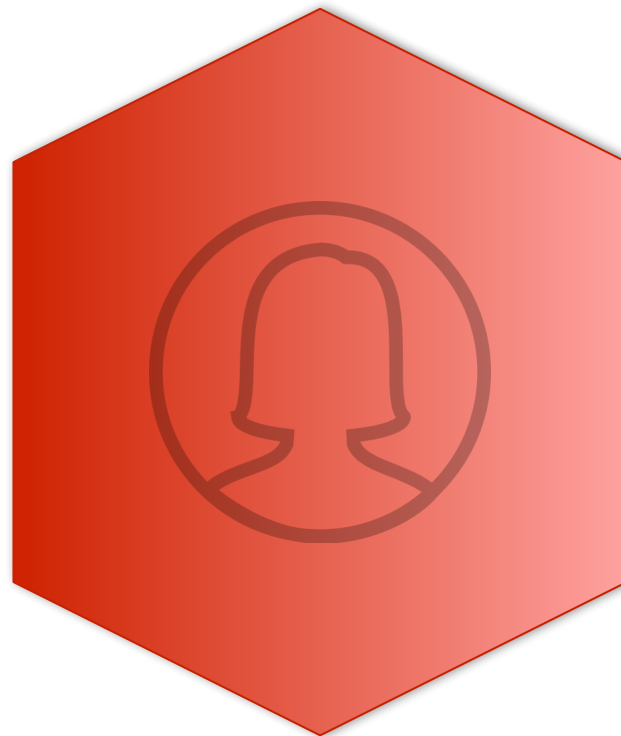
Highlighting the best qualities of your location can help you convince possible home buyers that your community, and even your particular neighborhood, is one in which they should lay their foundation. All it takes to persuade potential buyers is a carefully thought-out pitch using powerful language.

LOCATION



Power of Persuasion

When it comes to marketing your location, you can never be too specific. Honing in on the nitty-gritty details of your neighborhood and community — like noting how many grocery stores are located in the town and relaying the best places to get a burger — helps home buyers visualize themselves living in the residence and surrounding area. Your agent can write plenty of marketing copy to promote your community, but if you know of any good selling points, let them know so they can spotlight them accordingly.

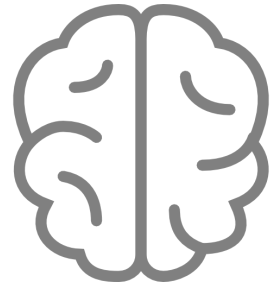


DO I REALLY NEED A PROFESSIONAL?

With the advent and continual evolution of online search, you can access significant amounts of information within seconds. What the internet doesn't offer, though, is provide detailed knowledge of the countless intricacies that go along with selling. While it's not necessary, you would be wise to contact an expert.

Data: The National Association of Realtors 2014 Profile of Home Buyers and Sellers

DO I REALLY NEED A PROFESSIONAL?



Market Expertise

From understanding the local school system and jobs market to researching community home values and past sales history, real estate agents stay on top of all of the essential details they need to know to move your property expeditiously and for the right amount of money. Sure, you can research your neighborhood and general area to discover what your neighbors have gotten for their homes for sale and how much properties in your town have appreciated in value over time, but given agents are already embedded into the community in which they work, they've already done that work for you.

DO I REALLY NEED A PROFESSIONAL?



Negotiation Skills

You may know how to make your home look appealing and pitch its best features to prospective buyers, but an experienced agent has a thorough understanding of a buyer's mindset and their hot buttons — meaning they know the tricks of the trade that will attract qualified buyers to your home. Add in the fact that agents have skin in the game regarding the sale price (hint: commission), and it's evident they have the knowledge and motivation to ensure you get the best price possible for your home for sale.

DO I REALLY NEED A PROFESSIONAL?



Law and Contract Knowledge

The amount of laws, rules, and regulations that have to be dealt with throughout the course of selling a home are seemingly innumerable. No home seller should have to deal with complicated legalese and documents while trying to stage their residence and find a new home to purchase. Instead, they should leave all of that in the hands of their real estate agent. The right agent knows how to structure home contracts so they're not only correct, but lead to quickly and productively close deals.

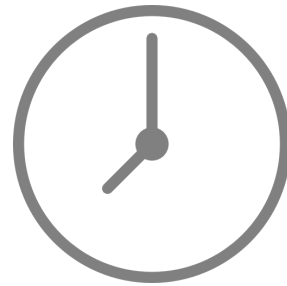
DO I REALLY NEED A PROFESSIONAL?



Professional Network

The best of the best agents are not only knowledgeable and accomplished, but also well-connected. Expert agents spend much of their time building their networks and gaining new relationships with fellow agents and home vendors: everyone from plumbers, electricians, and contractors to appraisers, inspectors, and attorneys. So, when you sign on with an experienced agent, you get much more than their sales and marketing expertise. You also get a comprehensive network of professionals who can help move a sale along speedily.

DO I REALLY NEED A PROFESSIONAL?



Time

The internet offers a wealth of information for home sellers, but with much of their time dedicated to their day-to-day — working a 9-to-5, picking up the kids at school, etc. — it can be difficult for them to find a few hours each week to research agents who can help them put their property on the market. That's why hiring an agent is essential: They're completely dedicated to spending countless hours combing over data on local home sales, identifying buyer leads, and performing a variety of other sales and marketing tasks (online and offline) to broaden awareness of your listing.

THE BOTTOM LINE

Conducting all of these tasks and working with various professionals, including your agent, is all a part of the home selling process, but at the end of the day, the best way to sell your home is to be proactive. If your agent wants to show your home early in the morning to a possible buyer, let them come over to give them a tour. If you think a more neutral living room wall color would be more appealing to buyers, set time aside to re-coat them. In other words, be ready at all times to help your agent market your residence and, in turn, close a deal on your terms.

ABOUT

Assist²Sell[®]

- We are locally owned and operated
- We have sold thousands of homes in Broward and Palm Beach County, and have saved customers millions since 1987.
- We show your home. Always.
- Our fees are paid at closing. Always.
- Our Agents are full-time, top-producing experts.
- We negotiate the sale of your home. Always.
- We finalize all paperwork. Always.
- We oversee the closing process. Always.
- No up-front or "hidden" fees.
- We have thousands of satisfied customers!
- We provide cutting edge marketing/advertising at no cost to you.
- Agents are available 7 days a week.



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