TRICKS OF THE TRADE:

25 INSIDER SECRETS ON HOME SELLING

Realtors have the inside scoop. Here are 25 tips from seasoned real estate pros to help you sell your home.



Read Reviews from Local Home Buyers & Sellers: **BarbaraJennings.AmazingClientReviews.com**



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Selling a home for what it's worth takes more than just listing it. From professional photography to expert staging, a little know-how will help you sell faster and for more.

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GET READY TO SELL

There's plenty to do before you open your doors to potential buyers. Spruce up your home and get ready to sell with these five steps:

WORK WITH APPRAISERS

Before you settle on a listing price, get home valuations from different appraisers. That way you'll know exactly what your home is worth in the current market.

PRICE IT RIGHT

Price your home 15 to 20 percent below its market value to attract more buyers. Doing so increases the odds of a bidding war, which can drive offers above market value. If you take this route, you'll want to work with a qualified agent.

DON'T OVER-UPGRADE

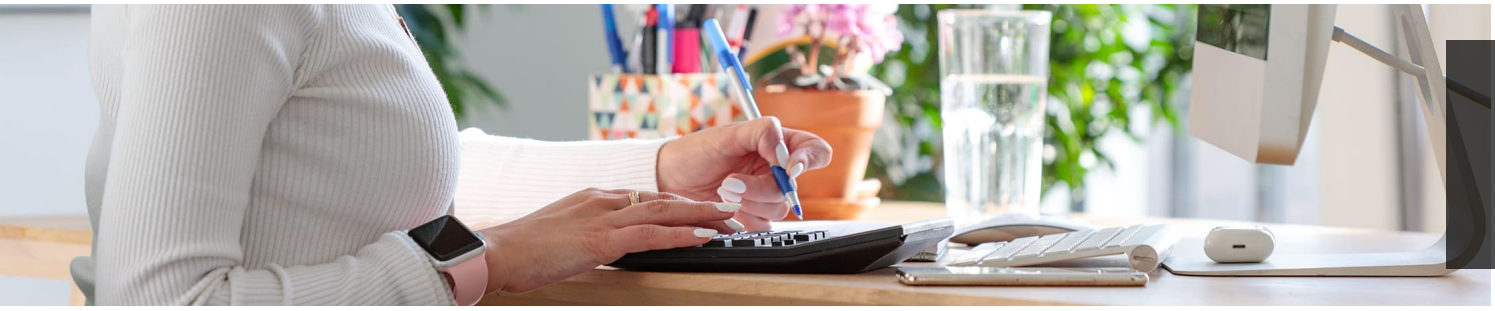
Doing major upgrades and renovations won't always pay off. Instead, focus on overall improvements like new paint, cabinet hardware and door handles.

FIX IT UP

Get ahead of home inspections by fixing glaring problems. This can be anything from a leaky faucet to making sure those sliding closet doors stay on track.

WORK WITH A SELLING AGENT

From showing your home to tough negotiations, nothing beats the know-how of an expert real estate agent.





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SHOW YOUR HOME

With a price in mind and your home in top shape, it's time to show it off! Charm prospective buyers with these tips:

TIME IT RIGHT

Work with your agent or do market research to establish the best time to sell. While spring is considered prime selling time, it all depends on your needs and climate.

CLEAN EVERYTHING

Clean appliances inside and out, dust off cobwebs and scrub those grout lines for a home that shines

DEPERSONALIZE THE HOME

Family photos and personal items make it hard for prospective buyers to visualize themselves in the home. It's best to put those sentimental portraits in storage for now.

SHOW OFF CLOSET SPACE

Partially empty and organize closets so buyers can get a good idea of storage space.

FOCUS ON LIGHTING

Great lighting is a seller's best friend. Install brighter lightbulbs, add lamps where necessary and trim back any trees or bushes that block out natural light.





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SHOW YOUR HOME CONT'D

ALL EYES ON THE KITCHEN

The kitchen is often the most important selling point of a home. Focus renovation work and upgrades on the kitchen for the best return on your investment.

KEEP IT SHOW-READY

You'll want to work around buyers' schedules, so it's best to keep the dishwasher empty and the laundry put away in the event of an unexpected showing.

ADD LOCAL FLAVOR

Take advantage of subliminal staging with details that evoke the community lifestyle in the area. This might include carefully placed memorabilia of local sports teams or photographs of nearby landmarks and views.

NO PETS ALLOWED

Our pets are family, but prospective buyers can get turned off by seeing food bowls and litter boxes out. You don't want pet allergies to drive out potential buyers either. It's best to keep our four-legged friends out of sight or put them up elsewhere while showing

TALK IT UP

Spread the word about your listing on social media and in person.







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MAKE IT MEMORABLE

On average, prospective buyers see ten homes before choosing one. Make your listing stand out with these insider secrets:

FIRST IMPRESSIONS MATTER

You'll want to hook prospective buyers right away. Spend time on making your entryway shine.

STAGE OUTDOOR SPACES

Set up or rent patio furniture to help buyers envision long summer days entertaining family and friends.

PROFESSIONAL PHOTOGRAPHY

Invest in professional real estate photography to make your listing stand out online.

ADD A VIDEO TOUR

Let online browsers experience your home with a virtual video tour.

LAWN LOVE

Curb appeal can make or break interest in your home. Invest in landscaping and patch up any brown areas on your lawn.





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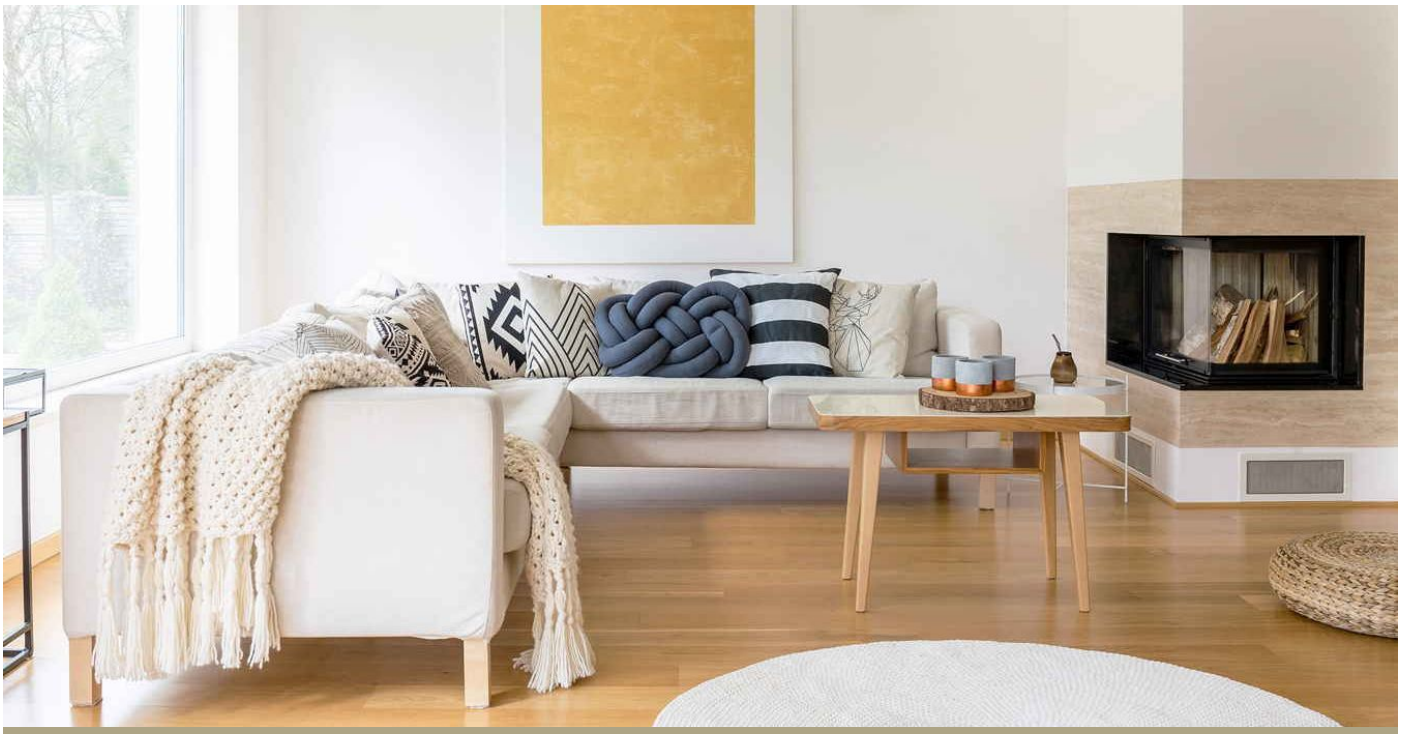
OUTLAW BAD ODORS
Air out your home often and get rid of any unpleasant odors.

OFFER REFRESHMENTS
Encourage prospective buyers to linger with simple refreshments.

COMPROMISE/OFFER EXTRAS
In a competitive seller's market, it's wise to compromise on small repairs or offer to cover/split closing costs when necessary.

PROFESSIONAL STAGING
Consider hiring a professional to help stage your home.

HIGHLIGHT UNIQUE FEATURES
If your home has unique areas like reading nooks or a fireplace, highlight them with tasteful, intentional staging.





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Selling your home doesn't need to be a headache. With insider secrets and a qualified agent on your side, the process can be quick and easy.

If you have questions about selling your home, give me a ring! I'm always happy to help with expert advice and years of industry experience.

Get Your FREE Home Value Update at : **BarbaraJ.15SecondHomeValues.com**



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