

Sell Your Home for More

You've decided to sell your home. Considering the busy real estate market, selling property may seem like an easy task, but there's more to it than just placing an ad in the paper and accepting the highest bid. There are marketing tricks to learn, legal issues to consider, and obligations to fulfill. So before you sell your home, make sure you do your homework.

Your reason for selling should be the first consideration in the process. Have you found a new home to purchase, are you transferring to another town or country, or do you wish to downsize to a more affordable home? Think of why you want to sell your property, and be prepared to provide an answer to prospective buyers.

Today's real estate trends have seen market values on properties steadily rise. It's a busy industry charged by eager sellers and hungry buyers. Sellers are letting go of a major investment, and have a particular financial goal in mind. Every seller has a profit margin in mind, and few would be willing to let their property go for an underrated amount.

There is another, more important party in the real estate game: the buyer. The most important task facing a seller is attracting a buyer to his or her property. It may not be easy, but it is possible to make your home stand out among the rest.

Selling a home means opening the doors to a world of potential buyers. In order to attract worthy buyers, the seller needs to take note of special tasks to fulfill. The real estate market is continuously changing, and anyone venturing to sell must be very particular with the details that must be attended to.

Your home is your personal castle, and you may feel that it will sell itself solely on the sheer beauty of it. Many homeowners feel that they can woo buyers and cement the deal with details as simple as a fine aroma or pretty foyer. Unfortunately this is not always the case. Home sellers need to prepare their homes from top to bottom in order to reach a top-dollar sale.

Prospective buyers will prepare a shortlist of choice homes to view before deciding on one particular investment. It is up to the homeowner to prepare their home to be the chosen one. The seller must do everything possible to help his or her home stand out among the buyer's list of options. There are several steps that can be taken to attract the buyers.

View your home from a new angle

Pretend that you are the buyer. Take a look at the house from the street, as if you're seeing it for the first time. What do you find attractive, or distracting? What are the elements that really capture your interest? Is yours the type of home that will entice a potential buyer to want to take a closer look? Remember, the first impression is most important. To capture and hold a buyer's attention, take the time to keep your front yard trimmed, gardens neat and your front entry well maintained.

Make repairs

Naturally, buyers are very particular with details. They may be turned off by scratches, dents and faded paint. Inspect your home room by room, and make repairs wherever needed. Be sure that all plumbing and lighting is operational, doors open and close properly, and that the entire house appears to be well maintained. No buyer wants to have to invest time on top of finances.

Keep it clean

Most buyers are immediately discouraged by a messy home, so arrange for a professional deep cleaning before you list your home for sale. If necessary, clean the carpets or have them replaced. Wash the walls or apply a fresh coat of paint. If pests are present in or around your home, hire an exterminator. Poor impressions can lead to bad reputations, so take care and pay attention to every detail.

Get rid of clutter

If you present your home in an orderly fashion, it's easier for buyers to imagine themselves moving in. Create an inviting atmosphere by placing furniture in a cozy, comfortable arrangement. Clear off countertops to create the illusion of space and cleanliness in the kitchen and bathrooms. Storing toys and other household clutter will make it more enjoyable for prospective buyers to view all of the features of your home.

Lighten up

A good lighting system will greatly enhance the atmosphere of your home. Use spot lighting to highlight special features, such as a beautiful piece of artwork. Illuminate dark hallways and stairwells.

Help your shine with a warm glow and a cozy feeling.

First impressions really do last, so it's important to create immediate impact and appeal. Remember that saying "goodbye" to even one fussy buyer also means the end of a potential sale. Take the time to attend to every detail, and make your home appeal to as many buyers as possible.