

Helpful Tips For Sellers

14 IMPORTANT FACTS TO CONSIDER BEFORE YOU TRY TO SELL YOUR OWN HOME

Occasionally, one can see "For Sale By Owner" signs, and some owners think that selling their own home will not only save them money, but believe they have an advantage over the sellers that have their home listed by a reputable Real Estate sales professional. Before you decide to take on this very important and legally complicated process...remember not even most Real Estate Lawyer's recommend selling your own home yourself in today's market. Here are a few of the reasons why:

1. You are limiting your exposure to potential buyers (less than 10% of what a good real estate broker will generate) which theoretically means your home will take ten to fifteen times longer to sell on the market.
2. The longer a home is on the market the lower the selling price is. Why? Because most buyers think that if the home has not sold after this long... there must be something wrong with the home.
3. The selling/buying process begins AFTER the buyer leaves your home. Most sellers think that all it takes is for someone to see their home, fall in love with the great decor... and the offer automatically will follow. Remember that the buying process begins after they leave your home. If a real estate sales representative does not represent the buyer, and they are looking on their own...they usually leave the home and start to talk themselves out of the buying process. Real estate professionals are trained on how to overcome buyers remorse—a very common occurrence.
4. Because of the limited exposure you will very likely end up with a lower selling price. Remember, in order to generate the highest price possible for your home... selling means exposure. You need the maximum exposure possible, to generate the highest price possible.
5. Most buyers find it extremely awkward to negotiate or even to talk directly with sellers and therefore avoid FSBO properties.
6. Lack of negotiating experience and lack of pertinent information often will result in a lower selling price, or worse yet, a bungled contract and possible lawsuits.
7. The majority of qualified buyers are working with experienced real estate professionals.
8. Many serious buyers will pass by a FSBO home merely because they recognize that it is not in the real estate mainstream, this can some times make them wary.
9. As most local buyers now retain an experienced real estate sales person to represent them as their buyer-agency, you will probably be negotiating against an experienced professional.
10. Expected savings in broker's fees will also be greatly reduced if you offer a selling commission to entice real estate sales representatives to bring potential buyers.
11. If you are planning to use a Lawyer to help you negotiate the offer, then your lawyer's fees will be considerably higher.
12. Only real estate sales representatives have access to the up-to-date market information. News reports cannot approach the timeliness or specificity available to real estate sales people. Further, real estate sales representatives are involved in home sales much more frequently than the average homeowner is. This familiarity leads to a degree of expertise that provides an edge on negotiating and successful selling.
13. You only pay the commission to the real estate broker, if they successfully sell your home at the price you are happy with.
14. Accepting an offer is one thing, ensuring a safe and successful closing is quite another. Real estate transactions usually

Decor Therapy Plus

Top 10 Staging Tips for Your Client's Home:

Here are some general tips that will help your clients with the staging process - especially in preparing for photos & showings

These are low cost or no cost options of things they can do that will absolutely make a big impact in how potential buyers see their home:

- 1) . First Impressions Are Key - Exterior Tips: ensure the front door is in good shape. If not re-paint and/or purchase new door hardware. Is the mailbox & lighting in good condition? Make sure grass is cut - garden is weeded.
- 2) Editing & De-cluttering - A big part of getting your clients home ready - clients need to decide what they are taking with them to the new house, what they are donating or selling. This job can be overwhelming for clients - invite them to work on a room at a time - break down into small bites and it won't be as painful for them.
- 3) Look at each room - see how much furniture is in the room - is it too crowded? is the furniture in the right place so that the room looks as spacious as possible? Try moving around furniture - you will be amazed at how the size of the room can visually change. Same applies for artwork on the walls and accessories in the room. The adage "Less Is More" rings true for Staging. Showcase their home to it's best advantage.
- 3) Please remove all personal photos, trinkets, collections also anything that is of value to your clients - jewelry, personal papers. They will have a lot of potential buyers coming thru their home it's better to have everything put away.
- 4) Fix anything in and around the home that needs it. Replace anything that is broken and paint anything that looks "worn". Scuff marks may be removed with a magic eraser. These may seem like "small" issues but buyers notice.
- 5) Potential buyers do look inside cupboards & closets to see how much space there is - if they are too cluttered, please edit and remove some of the items.
- 6) Plants take up a lot of visual space - if they can remove them for the time for photos & showings it would be appreciated.
- 7) Lift all mats - feel free to leave a small mat at the front door for rainy/snowy weather. Potential buyers want to see that the floors are in good condition.
- 8) Please remove everything from the kitchen & bathroom counters as well as any garbage cans left out in the open.
- 9) Ensure all light bulbs are in working order inside & out and that all the bulbs match in colour for each light fixture.
- 10) Make sure windows are clean inside & out! Let the light shine in the house.