



Attention to details helps homeowners sell fast in a buyers market



Your boss has just given you the career opportunity of a lifetime, but the job is in another state.

Soon you discover that moving your family to another city may be one of life's hardest tasks. The thought of leaving behind old friends and schools for a strange town can be frightening. The biggest challenge of all, however, is to preserve the equity in your housing investment so you will be able to purchase a similar home in the new location.

Even in these uncertain times homeowners can sell at satisfactory prices in a reasonable period of time. The secret? Pay attention to details, utilize marketing savvy and price the home to sell quickly.

The following tips can help you get that "sold" sign up fast.

Select a savvy real estate agent...one with a successful track record in your neighborhood, backed by resources that extend into outside housing markets. Make sure the agent prepares an effective listing of your property – one that outlines all the features that make your home unique. Also, it's smart to prepare a separate fact sheet that can be distributed freely to all interested buyers. In soft time, offering the agent a bonus if the house sells within 60 days can work to the homeowner's advantage.

Offer the right price. Start with a price that is reasonable for your neighborhood and the size of your home. Comparing the price of your home with similar nearby listings is an easy way to be sure you are offering the right price. Comparing the opinions of two independent appraisers will also help you avoid over-pricing.

Pay part of the closing costs...usually 3 to 5 percent of the loan amount. This will attract those first-time buyers who are short on cash for down-payment and closing costs.



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Offering to turn over personal property such as washing machines and dryers, refrigerators and flower boxes can also attract buyers looking for the best deal.

Accept contingent agreements. Make your sale contingent upon the sale of the buyer's home. This takes away buyers' fears of juggling two properties and mortgages at the same time.

Take advantage of the corporate relocation trade. Be sure that your broker is connected to a relocation network – one capable of bringing in buyers from distant places. And, of course, try to get your employer to provide you with relocation assistance, too.

Make your home stand out. Fresh paint and flowers can go a long way in impressing buyers. Tend to such details as moving the lawn, fixing stubborn door knobs and sliding doors, and straightening up the basement. Remember, your home's appearance on the day it's shown can make or break a sale.

The bottom line is that sellers should take the time to make their home as attractive as possible. Compiling helpful tips for the buyer about school districts, utility bills and directions to the nearest shopping mall can go a long way in selling your house quickly.

With a little work and an active real estate agent, chances are good that your house will sell fast in today's buyer's market.

Summary:

- **SELECT A SAVVY REAL ESTATE AGENT**
- **OFFER THE RIGHT PRICE**
- **PAY PART OF THE CLOSING COSTS**
- **ACCEPT CONTINGENCY AGREEMENTS**
- **TAKE ADVANTAGE OF THE CORPORATE RELOCATION TRADE**
- **MAKE YOUR HOME STAND OUT**

Let us help drive your next success!
For more information, please feel free to contact me directly.

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