

Selling Secrets you can't afford to miss

Report provided by:

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Understanding the Value ‘Terminology’

... market, appraisal, assessed. A major mistake often made is a seller not understanding industry terminology and how to price their property correctly at the start. ‘Market’ value relies on factors including current market conditions, economy and no duress. ‘Appraisal’ value is a property’s worth provided by a licensed professional at a specific time based upon prior sales data and lender’s underwriting guidelines. ‘Assessed’ value is an amount the local or state government has designated for specific property for the basis of property taxes levied. Most often these three values differ; understanding those difference is critical to pricing your home correctly for sale.

2

Get qualified for your next purchase.

Entering into a contract for sale of your home can be problematic if you are not yet qualified for your next purchase. Your financial situation may have changed so speaking with a mortgage professional before you put your property on the market for sale is most advisable. Ensure that you are able to purchase the type or replacement home you desire. Know the costs involved in selling your current home and ensure you will walk out of the sale with the funds needed for your next purchase. Before you decide to sell your home get the information you need to know you’re ready to move.

3 Understanding the Importance of a home Inspection. Depending on the age of your home, scheduling a 'pre-list' inspection could save you a lot of time and aggravation. By having an inspection before you begin marketing your home you can address issues on your own time and even make repairs at a lower cost than if you wait for a buyer's inspector to find these problems. Additionally, being able to provide a recent inspection will demonstrate that your property is 'move-in' ready and may attract a stronger buyer and stronger offer than without. Don't skimp on the front end it may just bite you on the back side!

4 Hiring the wrong REALTOR®. Instead of working with a friend of a friend, relative or perhaps someone who's great at working with buyers, take time to select a professional that has an excellent reputation working with sellers. Additionally, ensure that you are hiring a full-time REALTOR® that works solely in the real estate industry; not someone that just sells one or two properties a year on the side! Your payoff will be greater when you choose a REALTOR® that specializes in your local market. Understand that not all real estate agents are REALTORS®. A REALTOR® is held to higher ethical standards and has access to more tools and documents to provide additional services that other agents don't. Choose wisely!

5 Don't let your pets or kids spoil the sale.

You must emotionally neutralize your home. This means putting away the extra toys, bedding and play things that may to you be normal for the pets and kids. Be sure to wash all pet bedding and minimize its presence. Remove the pets from the property when prospective buyers are viewing, or at least secure them in a designated space. Minimize odors (that to you may be non-existent) by using a 'neutral' deodorizer plug-in. Limit the number of toys and amount of play space for the kids. Consider creating a reward system when the kids make their own bed or hide away their toys prior to prospective buyers viewing the home. Let your prospective buyers picture themselves in (your) their new home!

6 Why do model homes sell?...Staging.

You feel it every time you walk into a model home; the clean, the declutter, the 'I want to live here' feeling that overcomes you. This is all created by proper staging...staging with a purpose. Staging is considered one to the most effective marketing strategies to increase the appeal and perceived value of your home. National statistics report that a properly staged home spent 50% less time on the market than homes that were not staged; and these homes sold for more than 6% higher than their competitors. Furniture that is properly arranged may visually add square footage to the room. Remember, less is more!

7

Remember the Curb Appeal. Ramping up your curb appeal is just as important as the staging on the inside. Keeping the lawn trimmed, weeds out of the beds and few fresh seasonal flowers will make them say “Honey, stop the car!” First impressions only happen one time and begin at the curb. Polish the windows, touch-up the paint on the front door, power-wash the walkways, driveways and the front curb. Keep miscellaneous yard items and toys put away and remember to carry your staging techniques out to the front porch and back patio areas.

This information is provided to you based upon over twenty years of working as full-time professional REALTORS® in the real estate industry and servicing over 1,600 clients.

We look forward to helping you too. Give us a call and let's chat about the sale of your home (281) 549-6565

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