

REal Tips for Sellers: Your Essential Guide to Listing and Selling Your Home Successfully



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INTRODUCTION



Selling your home is a big step, whether you've done it before or this is your first time. From deciding why you want to sell to preparing your home for the market, this guide will help you every step of the way. Consider it your go-to resource for confirming what you already know, avoiding common mistakes like overpricing, and ensuring your home is as appealing as possible to potential buyers. In today's fast-paced real estate market, being informed, prepared, and flexible is essential. With these expert tips, you'll be ready to sell your home for the best price and in the shortest amount of time.

Know What's Important To You

Know Why You Are Selling

When you know why you are selling your home and have a clear plan, getting it done and getting what you want will be easy. The key is understanding that as emotional as it can get, it's still a business transaction. So, be realistic and set goals that you can accomplish.

What's More Important? A Quick Close or the Highest Offer?

They are both equally important. A quick close doesn't mean you won't get what you want or will have to accept less. In a hot sellers' market, you'll probably get both—what you want and a quick close. However, sometimes, a buyer who can close quickly has a better appeal to the seller than a buyer who may offer more money but takes forever to close. Remember, different situations and circumstances play an important role, too.

Chasing Is Not A Strategy



Don't Chase the Market

You can't and shouldn't compare your home to the last one sold in your area. Homes appeal to buyers differently, and different situations and circumstances play a major role in a seller's decision to sell. Most importantly, buyers will determine the value of your home.

The Strategy: List to Sell, Not to Sit

The internet has increased real estate advertising, and buyers have access to information about recent sales in your area. Therefore, you want to price your home to attract serious and ready buyers. Dropping the price later isn't ideal. Instead, list your home with a competitive price that reflects its true value.

Chasing Is Not A Strategy

The Right Price

Even in a seller's market, you can still overprice your home. So, when you're ready to list your house or are already on the market and think the price may be too high, don't be afraid to adjust your price. First, it's always good to re-evaluate your home versus comparable homes in the area. Secondly, the buyers' circumstances may have changed.

After all, the ultimate goal is to sell your house.

Simple Strategy for a Successful Sale

Here is a simple strategy for selling your home: Always be prepared for the next buyer to walk through your door. Ensure your home is always clean, accessible, and ready to accommodate that next potential buyer's schedule and availability. You may not get a second chance to make a first impression.



It's The Simple Things



Curb Appeal

Curb appeal is your home's first impression. How your home looks outside can determine whether a potential buyer stops to buy it or drives right by it. A well-maintained lawn, clean exterior, and welcoming entryway can make a big difference.

Don't Over Do It

Don't focus on major home improvement projects as you prepare to sell your home. Instead, focus on the simple things that don't cost much to replace or repair but can make a big difference in your home's appearance.

To change the look and feel, consider painting the walls, installing new door handles, and updating the cabinet hardware. Ensure the closet doors are on track and the faucets aren't leaking. Clean or replace curtains, too, if necessary.

It's The Simple Things

It's Only Natural

Although you think your favorite accent wall is a great selling feature, potential buyers may not like it, which could lead to them remembering nothing else about the house. Using neutral colors gives the buyers an idea of what the walls will look like with their colors. In addition, paint doesn't cost that much, and it can make your house look fresh and clean. White is the best choice for staying neutral and reflecting light, making your home look more prominent.



How's Your Home Doing?

Get a Home Checkup

Don't list your home without getting a checkup first. Of course, I'm talking about a general home, termite, and roof inspection. These inspections will help you identify any simple repairs, hidden issues, or deferred maintenance that could positively or negatively impact your home's value and selling price. Remember, the health of your home's value depends on it.



Sparkling Floors and Windows

Clean floors and sparkling windows are essential when selling your house. Cleaning is the least expensive way to make your home look great and help buyers see its real potential. Make sure the grout, every counter, and every surface in your home are as clean and pleasant as possible.

Don't be thrifty on the cleaning—hire a professional if needed.

CONCLUSION



Selling your home doesn't have to be overwhelming. By following the tips in this guide, you can avoid common pitfalls, ensure your home stands out, and attract serious buyers. Remember, preparation is key, and sometimes a few small adjustments can make all the difference in how quickly your home sells. From pricing your home right to making sure it's always show-ready, you'll be setting yourself up for success. And when you're ready to sell, these real tips will help you every step of the way.

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