



THE COMPLETE GUIDE

TO SELL YOUR HOME

BY 416HOMEFORSALE.COM

**EVERYTHING YOU NEED TO KNOW TO PREPARE
TO SELL YOUR HOME SUCCESSFULLY**

Helping you Prepare your home for showings so it's more attractive to buyers & Strategically pricing your home to get top market value



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WHY DO YOU NEED A REAL ESTATE AGENT?

01

Our responsibilities to you, include complete disclosure, loyalty and confidentiality,

06

We also Assist you, if necessary, in finding any home-related services you might need

02

We will Extensively market your home to get you the best offer

07

We Help you determine the best asking price for your property

03

We maximize the number of buyers who know about the sale, request showings and make offers

08

We ensure that the mandatory items are signed, sealed and delivered on closing day

04

We Update you on market changes that could affect the Sale of your Property.

09

We Assist you to arrange for a moving company and relocation agent, if needed

05

We manage contractual, and transaction details for your needs.

10

And Lastly remember We Have More Experience & professional negotiators.





BEFORE YOU PUT YOUR HOME ON THE MARKET

Selling your home is a legally binding transaction, and if you are not too sure of what you're doing or all the steps to proceed with, it could lead to liability issues. Though it is optional, hiring a real estate agent who can help guide you through the sale will surely make this often-stressful process much easier.



Home Staging used to be optional. Today it is a necessity in selling a house

- BARBARA CORCANAN

American businesswoman, investor, Television Personality on Hit Series Shark Tank

FIRST-TIME HOME SELLER GUIDE 🏠



- Complete home improvements
- Price your home competitively
- Stage your house to sell
- Market your listing effectively
- Handle offers & Negotiate
- Close the deal
- Move out!

LET'S GET STARTED!

Determine the Sale Price

Sale price is a hurdle for sellers to overcome when putting their home on the market. Factors such as what you paid for it, upgrade expenditure and how much income you need from the sale of your home in order to make your next home purchase cannot factor into the sale price.

Rather on selling your home quickly, you need to focus on pricing it fairly according to its current market value. A real estate agent will help you determine your property's market value



Boost Curb Appeal

The Curb Appeal is the first impression that potential buyers will have of your home. Keep the lawn well maintained. Add flowers, whether in a bed or as potted plants. Ensure that there's plenty of lighting to accommodate evening showings.

You need your home to look its best. Sometimes you can have a potential buyer who will drive by and see a For Sale sign. The look outside matters most at this time.

Stage Your Home

Staging your home is basically arranging your home and the rooms in the clearest and most aesthetically pleasing way. While there are companies that you can hire for this, you can do the work yourself and save some money.

Staging your home is one of the major factors that determine your sale.



When selling your home, the goal is to sell it quickly and for the highest possible price. You can increase your chances for a sale if you stage your house before listing it.



STAGE YOUR HOME

BE NEUTRAL! For details like paint colors and furniture styles, use neutral tones. Ensure you appeal to the majority buyers rather than focusing on bright coloured trends.

DE-CLUTTER AND MORE - DE-CLUTTER

Decluttering an entire home is a big job. The best way to tackle it is in stages. Step by step for each room. Invest in stylish storage solutions that will allow you to stash your items.

Buyers begin judging your home the moment they step inside and, unless they're looking for a deal on a fixer-upper, they prefer homes that are well-maintained, clean and decluttered. Another tip is adding Scented candles or fresh flowers which can add a warm and welcoming feel to the main space.

SMART HOME MAKEOVERS YOU CAN CONSIDER



Sometimes a small investment in money can give you a big edge over your competition and generate a much faster sale at a higher price for your home.



Bathroom - Opt for good bright lighting, clean and clear mirrors, attractive fixtures and materials, plenty of storage and neutral colors.



For the Kitchens some new paint, floor covering and fixtures or replacement of cabinet doors and drawers



Home Exterior - Fix or replace anything damaged such as the gutters, windows, shutters, screens, patio, light fixtures, porches and steps.



Why Decluttering is Key: cluttered homes tend to appear smaller, less full of air and light, and somehow requiring of more maintenance.

Real estate professionals can advise you on which renovation is key as an overall investment.

PRICING YOUR HOME

Pricing your home can be tricky. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

Allow room to negotiate Adding a bit of a cushion to your asking price. 90% chances are your offers will come with a bit of wiggle room for the asking price.



I will forever believe that buying a home is a great investment. Why? Because you can't live in a stock certificate. You can't live in a mutual fund
-OPRAH WINFREY

Research online as well as in person. You can find out a lot about your local market through research at websites like [realtor.com](https://www.realtor.com)®

You can also visit open houses in your location and make some comparisons with your home in terms of location, size, features and home condition.

Get a comparative market analysis (CMA) from a real estate professional

(CMA) is a document, drawn from a local Multiple Listings Service database, that presents pricing information, property details and photos of homes similar to yours that recently sold, failed to sell, or are currently on the market in your area.

Another way to help close the deal faster is by offering to cover closing costs, while sticking to a higher asking price. Strategically pricing your home will help you get top market value

Far and away the best prize that life offers is the chance to work hard at work worth doing



MARKETING

The Internet has revolutionized real estate advertising. It is compulsory that you select a real estate professional with a robust online marketing strategy.

WHAT BUYERS LOOK FOR ON REAL ESTATE WEBSITES

- Property photos
- Detailed property information
- Virtual tours
- Real estate agent contact information
- Neighborhood information



it's crucial to highlight your community's amenities – like proximity to schools, shops, restaurants, and parks , as well as other benefits that impact lifestyle. Your agent has access to the kinds of detailed community information that buyers want.

While the Internet is now the best real estate listing information source of choice, if you want to maximize the number of serious buyers, showings and offers you get it is necessary to demonstrate a proper way of advertising in an organized manner.

MAXIMIZING A PROPERTY'S EXPOSURE

Professional agents have a wide range of options for maximizing a property's exposure, including:



EXTERIOR

Fix or replace anything damaged or worn, such as patio and deck, gutters and eaves, windows, screens, doors, light fixtures, porches, steps, walkways and fences



FIXTURES

Fix doorbells, tighten loose doorknobs and oil squeaking hinges. Green-up dry lawn patches, plant extra flowers for color, place potted plants beside the front door



INTERIOR

Shampoo carpets and rugs, replace if necessary. Add organizers or shelving for the garage. Brighten interiors with a new coat of paint in light, neutral colors



DECLUTTER

Cluttered homes tend to appear smaller & look like it requires more maintenance.

Clutter-free homes seem brighter and spacious, appear cleaner & require less work.



PHOTOGRAPHY

The average buyer spends less than a minute looking at listings online before deciding whether to see a home in person. With a tight time frame, it's important your home is represented at its best through great photos.



YOUR PROPERTY LOOKS GREAT! NOW ITS TIME TO GET IT READY IN ORDER TO SELL



TIPS TO SHOW YOUR HOME

#1

If you've painted in neutral tones, add touches of color with accessories

#2

Open all doors and windows beforehand to circulate fresh air in the rooms

#3

If possible, bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma

#4

Ideally, pets should be unseen. Pet areas should be clean and odor-free. Not everyone may share your love of animals,

#5

Floors should be clean, carpets and rugs vacuumed

#6

Trash and recycling bins should be cleaned up, tidy and odor-free

#7

Pick up toys, remove all clutter, ensure beds are made, put clothes away

#8

Place fresh flowers where they'll stand out

#9

Remove all cash, jewelry and small valuables from the rooms view

“

Real estate is an imperishable asset, ever increasing in value. It is the most solid security that human ingenuity has devised. It is the basis of all security and about the only indestructible security.

- Russell Sage, American Financier and Politician



THANK YOU