

Market Insight

TOP 10 SELLING TIPS

Competition is fierce today. What can sellers do to put their home on the TOP of a buyer's short list? Clearly, we are in a buyer's market. Inventory is flush, and while interest rates are at historic lows, the qualifying regulations for these mortgages are quite strict, therefore reducing the buyer population. This creates an environment where cash is beyond king, cash is now emperor. So what is a seller to do to sell their home for the best price in today's market? We have compiled a list of the top 10 most important things sellers can do.

1. **FIRST IMPRESSIONS.** It is said, "You only get one chance to make a first impression". In the case of residential real estate this applies to the "curb appeal" of your home. Thus, tidy up the driveway and front landscaping right up to the front door.
2. **CLEAN HOUSE.** "Cleanliness is next to Godliness" – so it is written. Other than roses in bloom nothing smells better than a whistle clean home to any buyer.
3. **DE-CLUTTER.** "Less is more", so say many staging professionals, who claim as much as 20-30% of the furniture in every room should be removed. If this perplexes you, it might behoove you to call one of our great East End staging professionals to get the job done.
4. **NEWNESS.** Nothing beats new. I've always said the only thing better than that "new car smell" is the smell of a new house — just built. Shy of that, new furniture can help. Review your sofa and upholstered chairs. If they are 4 or 5 years old it is time to visit one of the local furniture stores. The same applies to area rugs and draperies.
5. **PAINT.** A fresh coat of paint is like giving the buyer a clean palette on which they can create their own master piece. A professional paint job makes a house feel and look new again.
6. **LANDSCAPE.** This is that subtle finishing touch that every buyer responds to... it shows care and completes any construction project. Call in your landscaper to mulch, trim flowerbeds and replace plants that fell to the harsh winter. Nothing says "neglected" more than dead trees and shrubs at your front entryway.
7. **PERMITS.** If your property accommodates a pool, garage or expansion you might want to have a surveyor plotted them on your survey, or go one step further and have the surveyor get the permits.
8. **PAPER WORK READY.** Speaking of surveys, do you have the rest of your paperwork ready? Is your Certificate of Occupancy up to date? Do you know where your closing documents are, such as your title? You may wish to schedule an appointment with your attorney to make sure you are ready when a buyer orders a contract of sale.
9. **REAL ESTATE PROFESSIONALS.** It is more important than ever before that you have a qualified and knowledgeable professional to assist you with the sale of your home. Our market is moving so rapidly that an appraisal done last year may not reflect the current market value. The right real estate professional can make a stressful process as pleasurable as possible. Though it may be tempting to shave a point off the commission, this removes incentive for agents at a time when there is too much competition. Better to have every agent knowledgeable and excited about showing your home and keep it on their A list. Some sellers are offering bonuses to ensure agents are motivated to show their home.
10. **DISSAPPEAR.** Now that you have appealed to their 5 senses and you've hired all the right professionals, make your home easy to show and take everyone out for a bite to your favorite local eatery or a walk on the beach while your home is being shown. Buyers are much more apt to take their time, sit down, walk around, and envision their life in their new home if you are not there.

Putting to use these Top Ten Tips will help prepare you and your home for the best presentation possible, as well as have your sales experience seamless and smooth.



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