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## TIPS FOR SELLERS

### Price it Right! Or you...

- May not get many views, visits, or offers
- Are likely to have your home on the market for a long time
- May have to make 2 mortgage payments if you already bought another home
- Will STILL have to negotiate down when an offer does come in
- Will end up at - or slightly below - market value
- Will have lost a lot of time, which could have been avoided if the house had been priced right from the start

### Attract Qualified Buyers

- If you tried to sell it yourself without success, it's never too late to work with a real estate agent
- Agents screen and pre-qualify the buyers they bring to your home to ensure...
  - ... they are financially qualified
  - ... they are looking for your style of home
  - ... they are looking for a home priced in your same range
  - ... they are looking for a home like yours
- When you have qualified buyers viewing your home, you are more likely to receive quality offers at a fair price



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### Be Market Smart

- Be realistic - your upgrades may not mean as much to some buyers as they do to you
- Listen to your agent - she will provide objective feedback to help you establish a price that is realistic in your market
- Consider the CMA - A Comparable Market Analysis of homes in your area that have recently sold can provide a good starting point
- Take your agent's advice - She will know what needs to be done to increase your home's emotional appeal
- Check out the competition - Compare homes in your area and make a list of Pros and Cons of each

### How to Get a Fair Price

- Establish the right asking price for your home
- Minimize the amount of repairs and replacements needed before putting your home on the market
- Be ready to negotiate
- Have your home ready and available for all showings
- Review and understand the specifics of any offer you receive
- Work with your trusted real estate agent

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