

THE INFORMED Home Buyer/Seller™

Helpful Advice for Making the Right Move

Issue 6

Getting a Handle on the Home Selling Process

You probably know there's more to selling a home than putting up a FOR SALE sign. But if you don't understand the process in detail, you might feel intimidated and stressed when it comes time to put your property on the market.

Fortunately, the home selling process isn't that difficult to understand. There are basically six steps.

Step one is selecting the right REALTOR®. You need a knowledgeable, trusted expert who can guide you through the process, take care of all the details, and help sell your home quickly and for the best price.

Step two is preparation. You need to ensure your home is clean and uncluttered. It's also important that you take care of any needed repairs, even minor ones like wall dents. You may also need to consider a home improvement, such as replacing worn carpeting.

Step three is the listing price. You need to select a listing price at or near the fair market value of your property.

Step four is promotion. How will buyers find out about your property? Will they see it on MLS? Will they come across an ad in the newspaper? Will they receive an invitation to an open house? An effective promotion plan is critical.

Step five is dealing with offers. Ideally, you'll get several. But the best offer is not necessarily the highest one. An offer can fall through for many reasons, so dealing effectively with offers is, perhaps, the most important part of the home selling process.

Step six is the transaction. Once the sale is made, you want to know that you have the right professionals in place – your lawyer, mover, etc. – to make sure all the after-sale details are taken care of properly.

Want more ideas for making sure the home selling process goes smoothly for you? Call today.

Questions to Ask a Prospective REALTOR®

When choosing a REALTOR® to help sell your home, there are dozens of questions you can ask. But, perhaps, the most important questions to ask him/her are these:

- What do your past clients say about your services?
- Do you build your business on repeat business and referrals?
- Do you have experience selling our type of home in this type of neighborhood?
- Are you easy to reach? Can we get a hold of you by phone or email? How quickly do you return calls?
- How will you promote our listing?
- What do you do to make sure the home selling process goes smoothly for us?
- What happens after you sell our home? Will you stay in touch?

Ideally, you want to determine if he or she is a "referral worthy" REALTOR®. That's the kind of professional you want to work with.

Think, Act... Live!

"It is a peaceful thing to be the one succeeding."

Gertrude Stein

"You can get everything in life you want if you will just help enough other people get what they want."

Zig Ziglar

"What separates the winners from the losers is how a person reacts to each new twist of fate."

Donald Trump