



Tips on Selling your Home

- List your home with an experienced agent/broker. List your home with a agent/broker who is familiar with the area. List your home with an agent/broker who truly cares about YOU and who will keep YOUR best interest in mind during all phases of the selling process.
- Listen to the advice of your agent/broker/stager. Believe it or not, they may know a thing or two about what buyers are looking for when buying a home!!
- Price it right. In order to price your home correctly, your agent/broker will do their homework. Multiple things will come into play, including the seller's emotions. And that's understandable. After all, this is your home, you have emotional ties to it; you know what you paid for it and how much you money you put into it. **The bottom line is this: Pricing your home correctly is the single best strategy to sell a home in today's market.** Your agent/broker will do a Comparative Market Analysis (CMA). They will look at the homes that recently sold in your area and take into account what those homes may have or may not have when compared to your home. To help to get the best dollar for your property, make a list of all the repairs/improvements you have done to the home/yard, along with dates completed, and costs. Provide your agent/broker with any documentation/receipts you may have. Replacement/age of big ticket items will come into play: the roof, HVAC unit, windows, decks, hot water heaters. Remember even if you get a certain amount for your home, especially if it is priced out-of-line with your competition, if it doesn't appraise for that amount, more negotiations may be needed or worse yet, the buyer can cancel the contract.
- Always be ready to show. Your house needs to be "show-ready" at all times – you never know when your buyer is going to walk through the door. Your home needs to be ready whenever they want to come see your home and it has to be in tip-top shape.
- Be the Best Host/Hostess. INVITE potential buyers into your home by making them feel warm, welcomed and secure. Make buyers want to come and tour your home. Make it so that they can envision themselves living there. This starts with "curb appeal". This means landscaping. Keep the grass mowed. Spruce up the exterior with inexpensive shrubs and brightly colored flowers. Door and entryways are also important. Hang a wreath on the door; place a colorful welcome mat on the porch. Make sure your outside lighting works.
- Open Those Shades and Let That Sun Shine In. There is just something about a sunny, well-lit house that appeals to buyers. When you have an appointment to show your home, turn on your lights (even if it's a sunny day) and pull up those blinds and open up those curtains. Buyers love brightness.

- Go through your home and make those repairs that are needed – leaky faucets, chalking around the tub, loose doorknobs, doors that don’t close properly, etc. Most buyers want a home that is move-in ready. Not making repairs could mean turning away potential buyers.
- For larger repairs that are needed, talk with your realtor/broker. Chances are if you don’t repair/replace certain things prior to the home inspection, they will be written in the inspection report. This may lead to further negotiations with the buyer on what items will be corrected and at what/whose expense.
- The two main areas that potential buyers will focus on in your home are, you guessed it, your Kitchen and Bathrooms (number of baths and how updated they are comes into play). The kitchen is sometimes what sells the house. If your kitchen is dated or appliances are not working, you may want to think about doing some upgrades. Sometimes less expensive upgrades can give your kitchen an all-new look: painting, tiling the area under your top cabinets, changing out lighting and hardware.
- Painting a room or two is regularly cited as one of the quickest and most cost-effective ways a prospective seller can get the most money for their home. It can be one of the easiest and least costly ways to improve the look of your home. Of course, if you are not too handy or don’t have the time, Casa Bella Realty can assist you with the names and numbers of painters that we regularly use and/or refer to our clients.

An analysis conducted by real estate site Zillow.com of more than 32,000 photos of sold homes determined which room colors correlated to higher-than-average (or lower-than-average) sales prices:

Room	Color	Value Increase
Kitchen	Soft blue-gray	+\$1,809
Bathroom	Powder blue/periwinkle	+\$5,400
Bedroom	Cerulean/cadet blue	+\$1,856
Dining Room	Slate/pale blue-gray	+\$1,926
Living Room	Light beige/taupe	+\$1,809
Exterior	“Greige”	+\$1,526

Room	Color	Value Decrease
Kitchen	Straw yellow/marigold	-\$ 820
Bathroom	Off-white	-\$4,035
Bedroom	Light pink/antique rose	-\$208
Dining Room	Brick red/copper red	-\$2,031
Living Room	Pastel gray/light blue	-\$820
Exterior	Medium brown/taupe	-\$1,970

Sellers should select paint colors that will appeal to the broadest audience possible. The more people that view and like your pictures, the more people will be scheduling a showing.

- **Carpet/Flooring.** In today’s market, most buyers are looking for vinyl or tiled flooring. If your home already have these features, that’s great. If you have carpets, if they are new and clean, just a simple deep cleaning may do. If they are old, stained, or have ripples in them, you may need to think about replacing the carpet or upgrading to different flooring.

The Three D's:

Listed below are three things that are highly recommended to sell your home. Although, they may be time consuming, they are the least costly things you can do. It will cost you your time, some energy, some cleaning supplies, baskets, a label maker, and bins.

- **Deep Cleaning.** Yes, I said it, deep cleaning. This means not just surface cleaning. Buyers are nosy; they will look around your home, in closets, in pantries, in your dishwasher and they will judge you. Sorry – the no judgment rule goes out the window. And speaking of windows, you should clean those windows and wipe down those sills.

Bathrooms – clean that soap scum off the shower glass and the ring out of the tubs. Re-grout if necessary. Shine up those faucets and tiled areas. Wipe the dust off the lights.

Kitchens – Polish cabinets, clean countertops, clean the oven and stovetop, make those appliances shine.

Vacuum, polish, clean, make everything sparkle and shine!

- **De-Clutter.** This is a daunting task, but can be so rewarding when done. Buyers will look in your cabinets and closets. Half empty closets make buyers think there is ample storage room. Think of it this way, when you get that contract and it's time to move, you will need to do this anyway. Why not make it work to your advantage! Start packing off season clothing and shoes in bins. Label these bins by contents and what room they will go into in your new home. Start a give-away box – either to donate or take to consignment shops.

Do the same in your kitchen and playrooms. We all have so many dishes and gadgets in our kitchen but we always seem to use the same dishes and pots and pans. Start to box up those seldom used items. And for the kiddos toys – same rule applies. Leave out the most used toys and games and start to box up the others. Chances are you will come across toys and games and stuffed toys that were either outgrown or forgotten. (Hint: do this task without the kids around!!!)

Baskets Can Be Your Best Friend. Keeping your home “show ready” is not an easy task. One solution is to have “Clutter Baskets”. Have several nice woven baskets around your house that you can quickly gather clutter into. Place one basket in the living room and cover the basket with an attractive throw blanket and place it near the sofa. Place another in the bathroom and cover with a couple of crisp clean towels. This can work in bedrooms as well. Gather the clutter and cover with a throw.

- **De-Personalize.** This is another tough one. You love the pictures of your family hanging on the walls and the pieces that make your home your home. But that is the point. By having these personal items on display, it makes it harder for buyers to see themselves living there. To help you with this, remember you will be taking down these pictures and personal items and packing when it's time to move – doing it now this just helps check one more thing off the to do list when preparing to move.

The Important Firsts

- **The first impression is the only impression.** We cannot STRESS this enough (I mean EMPHASIZE this enough – there is no STRESS in selling a house, right??) how important first impressions are.

Properly preparing your home to be listed and having professional photos taken of your home will get potential buyers to schedule appointments to tour your home.

You will never have a second chance to make a first impression, so let's make it the best impression we can.

- **Your first offer is often your best offer.** When a buyer is serious and they find the right house, they will move quickly. They will often make a fair offer right away. But it is human nature for the seller to want to wait for that perfect offer – the one that is at or above your asking price, with no seller's contribution. But that rarely happens – unless it's 2021 and it's a seller's market!! As your agent/broker, it is our duty to protect our client's interest. If a good offer comes in right after you list, don't hold out for a bigger offer. Chances are it may not come. It is our job to negotiate on your behalf and we will do everything we can to sell your home quickly and for the best price.