

7 Easy Steps to Sell Your Home



1 FIND A STELLAR AGENT

Real estate agents are a dime a dozen. That's why you don't just need any agent. You need the right agent. Find someone who will super-serve you, negotiate the best deal, and sell your house fast! As tempting as it is to have a relative, a friend from church, or a friend of a friend help you, always stick with a vetted professional who has experience and can sell your home for the most money in the shortest amount of time!

2 PRICE YOUR HOME

Your home is only worth what buyers are willing to pay. The best way to determine your home's value is to ask a real estate agent to run a **comparative market analysis** (CMA). This free report compares your home to other homes near you that are similar in size, have similar features, and are either on the market or have sold in recent months. The comparison allows your agent to more accurately predict what buyers will pay for your home.

3 SETTING YOUR TIMELINE

Make the most of the weeks and months leading up to your home sale. If you have an idea of when you want to list your house, break your to-do list into manageable bite-size pieces. Here's a guide to get you started. Of course, you can adjust according to your own needs and personal timeline.

ASAP

- **Interview real estate agents:** Take time to find a pro who has a proven track record and inspires you with confidence.
- **Outline a plan:** Work with your agent to set priorities so you can focus on knocking out one task at a time.
- **Declutter:** Decide what you can live without until your home sells. Then pack it up and get it out!

2-3 months

Hire a home inspector: Identifying issues early lets you work fixes into your budget on the front end so they don't wreck your deal later.

Tackle repairs: Ask your agent where your fix-it dollars will do the most good.

1-2 months

Set the stage: Create an inviting space that enables buyers to see your house as their home.

1 week

Deep clean: Scrub every surface to a shine. Hire a pro to make carpets and rugs look—and smell—new again.

Apply finishing touches: Get your home picture-perfect so your photographer can capture it in the best possible light.

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4 HIRE A PROFESSIONAL INSPECTOR

A presale inspection might cost a few hundred dollars, but it'll be money well spent. Why? Because it can keep buyers from demanding big bucks at the negotiation table or, worse, skipping out on the deal at the last minute. So, what's included in a home inspection?

According to the American Society of Home Inspectors (ASHI), a home inspection includes:

- Electrical, plumbing, heating and cooling systems.
- Walls, ceilings, floors, windows and doors.
- Roof, attic and visible insulation.
- Foundation, basement and structural components.

5 STAGE AND ENGAGE - GET YOUR HOME READY!

Once your home is in good working order, it's time to set the stage and show off its best features. That starts with a deep cleaning. Here are some ways to make your house look great.

- Scrub every surface until it sparkles. We can't emphasize this enough! You need to clean your home and keep it clean during showings.
- Apply a fresh coat of paint. Paint is relatively cheap considering the impact it has on making a home look fresh and inviting.
- Pay a pro to deep clean rugs and carpets.
- Minimize clutter to maximize space.

6 LIST YOUR HOME + SURVIVE THE SHOWINGS

Home showings are hard to juggle, whether your home is empty or full of kids running around. If you're still living in the home you're trying to sell, these handy tips can help you stay sane and get your home sold.

- Make a daily to-do list to keep yourself organized and ready for showings
- Get the pets out of dodge. Don't leave behind dogs and other pets around during showings.
- Be flexible about scheduling showings and don't make buyers step around you when they visit.
- Try your best...but you are only human. There will be days you just can't get everything put away and make it out the door on time. If you get a call for a showing, tell your agent what happened so they can prepare the buyer ahead of time. Just don't miss an opportunity to get your home seen!

7 SEAL THE DEAL

Never sign a purchase agreement before you're clear about what's included in the offer, what isn't, and how it affects you. Pay close attention to the following:

- Purchase price
- Closing or escrow date
- Special allowances for personal property, home improvements, and closing costs
- Contingency deadlines for the home inspection, appraisal and buyer financing
- Additional contingencies such as the sale of the buyer's current home

Once you and the buyer reach a final purchase agreement, you're not home free quite yet. Remain flexible because delays can, and will, happen.