

Getting the Best Price for Your Home

In order to get the best price for your home, there are a few simple tricks of the trade that can drastically increase your chances of getting your asking price. Take the advice below and know that you'll avoid losing hundreds or even thousands of dollars when you sell your home!

Pricing

The longer your home stays on the market, the less you'll net from it. The trick to getting your home sold swiftly is to price it wisely – not too high, because then you'll lose serious potential buyers, and not too low, because you don't want to sell yourself short. If you overprice your home, Realtors® working for buyers and the buyers themselves will look elsewhere for a more realistically-priced property, and your home will stay on the market longer, lowering your total net in the end. Your Realtor® will be able to get a CMA – a Competitive Market Analysis – that will take a look to see how much nearby houses sold for and how much houses similar to your own sold for. That CMA, along with your Realtor®'s expertise and experience, will give you a very good way to realistically price your home. A fair price will attract a lot of potential buyers, sell your home quickly, and prevent the process of closing the deal from taking far too long.

Access

Your agent will need easy, constant access to your home. The best idea in this case is to have a lockbox – that is, a small padlock with a key to your home inside it that only the Realtor® can open, either with combination or second key. The lockbox will normally affix to your door and will let the agent access your home whenever necessary to show potential buyers inside. Using a lockbox is just an option, not a necessity, but expecting a Realtor® to always find his or her way to you to get your keys to show a potential buyer in can be a real hassle and may even discourage other Realtor®s from showing your home to *their* clients – the buyers! Also, it's strongly encouraged that you – the seller – not be present when your agent is showing your home. You want the potential buyers to be able to picture themselves in this home – the current resident hanging around can often ruin that mental image. Take yourself, the children, and any pets you may have on a walk, a visit to the park, or a scenic drive.

Presentation

You want to make your home appear as clean, fresh, spacious, and bright as possible. Turn on every single light, no matter the time of day, and leave soft, pleasant music playing. Open the shutters and drapes; leave the doors unlocked and bedroom doors open. Most importantly, make sure everything is clean, functional, and well-kept. A fresh coat of paint does wonders in brightening a home and lending in that 'clean' smell. Tending the lawn and trimming bushes has the same affect on the outside. Remember – make your home look new and inviting, because you want your buyer to imagine themselves in it!