



26 TIPS

**YOU SHOULD KNOW
TO GET YOUR HOME
SOLD FAST AND FOR
TOP DOLLAR**

Selling your home. It's a life-changing financial transaction, and we think it should be treated as one. We'll advise you every step of the way.

We hope these 26 tips will help you protect and capitalize on your investment as well as reduce stress in the selling process.

MAXIMUM PRICE - MINIMUM HASSLE

1 UNDERSTAND WHY YOU ARE SELLING YOUR HOME

The “WHY” you have decided to sell is the determining factor as to how you will approach the process. It affects everything from what you set your asking price at to how much time, money and effort you’re willing to invest in order to prepare your home for sale. For example, if your goal is for a quick sale, your profit, the sales process might take longer thus determining a different approach.

2 BEFORE SETTING A PRICE - DO YOUR HOMEWORK

When you set your price, you make buyers aware of the absolute maximum they have to pay for your home. As a seller, you will want to get a selling price as close to the list price as possible. If you start out by pricing too high you run the risk of not being taken seriously by buyers and their agents. If you are pricing too low it can result in selling for much less than you were hoping for.

Setting Your Home’s Sale Price:

As neighborhoods change over time each home may be different in minor or substantial ways and you will probably find that there aren’t many homes truly comparable to your own. In this case, reach out to The Perna Team to help you with the pricing process.

3 TAX ASSESSMENTS - WHAT THEY REALLY MEAN

Some people think that tax assessments are a way of evaluating a home. The difficulty here is that assessments are based on a number of criteria that may not be related to property values, so they may not necessarily reflect your homes true value.

4 BE A SMART SELLER - DISCLOSE EVERYTHING

Smart sellers are proactive in disclosing all known defects to their buyers in writing. This can reduce liability and prevent lawsuits later on.

5 KEEP THE REASON(S) YOU ARE SELLING TO YOURSELF

The reason(s) you are selling your home will affect the way you negotiate its sale. By keeping this to yourself, you don’t provide ammunition to your prospective buyers. For example, should they learn that you must move quickly, you could be placed at a disadvantage in the negotiation process. When asked, simply say that your housing needs have changed. Remember the reason(s) you are selling is only for you to know.

6 DO SOME “HOME SHOPPING” YOURSELF

The best way to learn about your competition is to go see them. Note floor plans, conditions, appearance, lot size, location, and other features. Particularly note not only the asking prices but also what they are actually selling for. When you would like to see the competition, don’t hesitate to reach out to The Perna Team and we’ll be more than happy to take you to preview the current homes for sale.

7 WHEN GETTING AN APPRAISAL IS A BENEFIT

Sometimes a good appraisal can be benefit in marketing your home. Getting an appraisal is a good way to let prospective buyers know that your home can be financed. However, an appraisal does cost money, has a limited life, and there’s no guarantee you’ll like the figure you hear.

8 DECIDING UPON A REALTOR®

When deciding upon a Realtor®, consider two or three. Be as wary of quotes that are too low as well as those that are too high.

All Realtors® are not the same! Professional Realtors®, like The Perna Team, know the market and have information on past sales, current listings, a marketing plan, and will provide their background and references. Evaluate candidates based on their experience, qualifications, enthusiasm and personality. Be sure you choose someone that you trust and feel confident that they will do a good job on your behalf.

When you are ready to interview, we have a checklist of the best 24 questions to ask a Realtor® we are more than happy to provide to help more consistently compare Realtors® to each other.

9 ENSURE YOU HAVE ROOM TO NEGOTIATE

Before settling on your asking price make sure you leave yourself enough room in which to bargain. For example, set your lowest and highest selling price. Then check your priorities to know if you’ll price to high to maximize your profit or price closer to market value if you want to sell quickly.

10 INVITE THE HONEST OPINIONS OF OTHERS

The biggest mistake you can make at this point is to rely solely on your own judgment. Don't be shy about seeking the honest opinion of others. You need to be objective about your home's good points as well as bad. Fortunately, The Perna Team will be unabashed about discussing what should be done to make your home more marketable.

11 ALLOW PROSPECTIVE BUYERS TO VISUALIZE THEMSELVES

The last thing you want prospective buyers to feel when viewing your home is that they may be intruding into someone's life. Avoid clutter such as too many knickknacks, etc. Decorate in neutral colors, like white or beige and place a few carefully chosen items to add warmth and character. You can enhance the attractiveness of your home with a well-placed vase of flowers or potpourri in the bathroom. Home-décor magazines are great for tips.

12 KEEP EMOTIONS IN CHECK DURING NEGOTIATIONS

Let go of the emotion you've invested in your home. Be detached, using a business-like manner in your negotiations. You'll definitely have an advantage over those who get caught up emotionally in the situation.

13 WHAT THE BUYER CAN REALLY PAY

As soon as possible, try to learn the amount of mortgage the buyer is qualified to carry and how much his/her down payment is. If their offer is low ask their Realtor[®] about the buyer's ability to pay what your home is worth.

14 APPEARANCES DO MATTER - MAKE THEM COUNT!

Appearance is so critical that it would be unwise to ignore this when selling your home. The look and "feel" of your home will generate a greater emotional response than any other factor. Prospective buyers react to what they see, hear, feel, and smell even though you may have priced your home to sell.

15 GET IT SPIC N' SPAN

Scrub, scour, tidy up, straighten, get rid of the clutter, declare war on dust, repair squeaks, the light switch that doesn't work and the tiny crack in the bathroom mirror because these can be deal-killers and you'll never know what turns buyers off. Remember, you're not just competing with other resale homes, but brand-new ones as well.

16 DEAL KILLER ODORS- MUST GO!

You may not realize it but odd smells like traces of food, pets and smoking odors can kill deals quickly. If prospective buyers know you have a dog, or that you smoke, they'll start being aware of odors and seeing stains that may not even exist. Don't leave any clues.

17 IT'S BETTER WITH MORE PROSPECTS

When you maximize your home's marketability, you will most likely attract more than one perspective buyer. It is much better to have several buyers because they will compete with each other; a single buyer will end up competing with you.

18 LEARN WHY YOUR BUYER IS MOTIVATED

The better you know your buyers the better you can use the negotiation process to your advantage. This allows you to control the pace and duration of the process.

As a rule buyers are looking to purchase the best affordable property for the least amount of money. Knowing what motivates them enables you to negotiate more effectively. For example, does your buyer need to move more quickly because of a job transfer into the area or because they just sold their current home? Armed with this information you are in a better position to negotiate a better price and terms.

19 WHEN THE BUYER WOULD LIKE TO CLOSE

Quite often, when buyers would "like" to close is when they need to close. Knowledge of their deadlines for completing again creates a negotiating advantage.

20 MOVING OUT BEFORE YOU SELL CAN PUT YOU AT A DISADVANTAGE

It has been proven that it's more difficult to sell a home that is vacant because it becomes forlorn looking, forgotten, and no longer appealing sight. Buyers start getting the message that you have another home and are probably motivated to sell. This could cost you thousands of dollars.

21 A LOW OFFER - DON'T TAKE IT PERSONALLY

Don't be upset. Rather, evaluate the offer objectively. Ensure it spells out the offering price, sufficient deposits, amount of down payment, mortgage amount, a closing date and any special requests. This can simply provide a starting point from which you can negotiate.

22 ENSURE THE CONTRACT IS COMPLETE

To avoid problems, ensure that all terms, costs and responsibilities are spelled out in the contract of the sale. It should include such items as the date it was made, name of parties involved, address of property being sold, purchase price, where deposits monies will be held, date for loan approval, date and place of closing, type of deed, including any contingencies that remain to be settled and what personal property is included (or not) in the sale.

23 MAYBE THE BUYER'S NOT QUALIFIED

If you feel an offer is inadequate, now is the time to make sure the buyer is qualified to carry the size of mortgage the deal requires. Inquire how they arrived at their figure, and suggest they compare your price to the prices of homes for sale in your neighborhood.

24 DEADLINES CREATE A SERIOUS DISADVANTAGE

Don't try to sell by a certain date. This adds unnecessary pressure and is a serious disadvantage in negotiation.

25 TURN THAT LOW OFFER AROUND

You can counter a lower offer or even an offer that's just under your asking price. This lets the buyer know that the first offer isn't seen as being a serious one. Now you'll be negotiating only with buyers with serious offers.

26 RESIST DEVIATING FROM THE CONTRACT

For example, if the buyer requests a move-in prior to closing, just say no and that you've been advised against it. Now is not the time to take any chances of the deal falling through.

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ThePernaTeam.com



"Maximum price - Minimum hassle"