

HOME Seller's GUIDE



Provided By: **John L. Scott** | REAL ESTATE

STEP-BY-STEP OVERVIEW

There are many details and considerations that go into the sale of a property. Here are six key factors that must be “right” to ensure a successful home sale:

RIGHT PRE-PLANNING

It's helpful to have all pertinent information about your property ready; such as the deed, survey, tax bill, mortgage statement, utility bills, information on upgrades, home improvements, etc.

RIGHT HOUSE

The overall condition of your home should be spotless and ready to sell. A small amount of decorating and fixing up can result in selling your house in a shorter time frame.

RIGHT YARD

It's common for buyers to drive by a home to decide whether or not they want to view the inside — your home's outward appearance will be the determining factor. As such, it's very important to keep your yard looking its best. First impressions make all the difference.

RIGHT PRICE

Most homes sell at fair market value so one key to a successful sale is setting the correct price. While there are many tools available to help you accurately estimate your home's value, your John L. Scott Real Estate Specialist can provide professional guidance. Ask him or her to prepare a Competitive Market Analysis to accurately determine a suggested listing price.

RIGHT MARKETING

Online guided tours, print and broadcast advertising, Multiple Listing Service®, property flyers, even yard signs — there are many ways to attract potential buyers. As the listing agent, your John L. Scott Real Estate Specialist can prepare a pricing strategy and Property Marketing Proposal, which specifically outlines the steps he or she will take to showcase your house to the maximum number of qualified buyers.

RIGHT REAL ESTATE SPECIALIST

There are literally dozens of things to be considered, handled, and resolved in the course of selling your home. Perhaps the most important is choosing the right real estate specialist. A qualified real estate specialist has a wealth of experience, knowledge, understanding of the market, and expertise in negotiation.





PREPARING YOUR HOME FOR SALE

Using the industry expertise of your John L. Scott Real Estate Specialist while preparing your property for sale increases your chances of getting full value for your house quickly. Your real estate specialist can provide specific recommendations to help you highlight your property's best features. There are many ways you can help make your property more appealing without investing a lot of time or money. So go ahead and spruce it up!

A CLEAN HOUSE SELLS

- Remove clutter
- Remove furniture so rooms appear larger
- Maximize all lighting
- Clean windows and mirrors
- Open windows to circulate fresh air
- Open all draperies and blinds
- Turn on soft background music
- Turn off computers and televisions
- Eliminate pet odors
- Repair any damage caused by pets
- Place pets in a fenced yard

CURB APPEAL COUNTS

- Keep shrubs trimmed
- Mow the lawn
- Add mulch to plant beds
- Plant colorful flowers at front entry way
- Put tools and gardening equipment away
- Coil hoses
- Polish door knobs
- Clean windows
- Clean the front door
- Touch up outside trims

MAKE KITCHEN & BATHS APPEALING

- Clean kitchen, especially oven and microwave
- Set the kitchen table for comfort
- Display an arrangement of fresh flowers
- Clean bathrooms
- Eliminate odors
- Paint if needed
- Re-caulk around sinks and baths if cracked
- Add fresh, folded towels to bathroom