

Six Suggestions for Successful Home Selling

1. Get Ready. People sell their homes for a million different reasons, but all sellers have one thing in common: The desire to get as much money as possible from their existing residence as quickly and effortlessly as possible. Before you begin the selling process, take time to evaluate why you're really moving and what you really need. Do you have too few rooms? Or too many? Has your job taken you to another neighborhood? Or another city? Are the neighbors driving you away? Or are you simply looking for a change? A complete analysis of your position and expectations will help you set goals for selling.

2. Get Set. Just as with purchasing a home, you'll want to list with a RE/MAX agent who has experience in your neighborhood. Potential buyers will be calling this "area expert" to inquire about homes for sale. Invite us over to interview us; you need to feel comfortable with our team, since we'll be working very closely with you.

3. Let Them Know. While we all believe our home is our castle, our personal tastes may not appeal to everyone. Your RE/MAX agent will work with you to provide an objective, impartial analysis of your home; how it relates to other competing homes on the market, how it reflects current design and style trends, and how to best market it to prospective buyers. The time to take care of any minor imperfections or major repairs is before we begin our marketing program.

4. Let Them In. The primary purpose of any home marketing program is to get buyers into your home for a showing. Is your home in condition to be put under a microscope? For most consumers, purchasing a home is the largest investment they'll ever make. So, take a look at your house as if you were a buyer – then take a look at the Smart Seller Do's and Don'ts on this site. Make notes of what needs minor clean up, what needs major attention and what you can do about it all. The key is to be honest with yourself.

5. Be Open To Offers. After many discussions, we will know the conditions you'll want from a potential buyer. By knowing your parameters, we can work with the potential purchaser's agent to create an offer that will be acceptable. We will take you through every aspect of any offer you receive. Be sure you scrutinize all the details, provisions, conditions and closing information of your sale. If there's anything you don't understand, ask! Once you're satisfied with an offer, you'll want to accept it quickly.

6. Be Ready To Close. Once you've accepted an offer, there's bound to be a lull until closing – but it won't be quite as quiet as you may think. This can be a time of great preparation and frenzied packing. Just remember not to pack anything that you agreed to sell! Chances are you've already bought a new home – or are at least in the process of looking for one. While you already have experience with the home buying process, our comprehensive Smart Buyer Guide also has all the information, worksheets, checklists, calendars and tips you need.