

# FREE REPORT # 17 From Gary & Lynn Pakulla

## **SELLERS: Steps To Selling Your House For The Highest Possible Price!**

The ability to reap additional profits on the sale of your home can be accomplished easily enough if you make the right improvements. Making these changes early on can provide the prospective buyer with an enhanced feeling about your home, more space, more light, more rooms, closet space, privacy, warmth and security. Basic, simple and inexpensive improvements can provide an improved emotional appeal for a potential buyer.

For example, a crack in the wall can be (and should be) repaired with some simple plaster and touch-up paint. Though the feeling may not be conscious, it's just as important that the buyer feel an overall desire to buy your home. Included in this report are several different ways you can make your home shine and sell for the best possible price.

Decorate with pictures and mirrors to add style to the home. Mirrors can provide a greater sense of space when properly placed. Touch up the frames and then place the mirrors around your home. Be careful not to overdo it with too many mirrors.

One of the biggest complaints heard from potential buyers that there isn't enough closet space. Purchasing an inexpensive closet organizer and installing it in any or all of your closets can make all the difference. You can also try putting a rod across one corner of a bedroom for hanging clothes. The idea here is to be creative so that the "fake closet" looks as though it were part of the room.

Wallpaper is inexpensive, quick, and simple. The right wallpaper can brighten the room or hallway and bring it back to life. Make sure to choose something with a neutral design or pattern. Remember, you are trying to sell the home and move out.

Buyers are easily turned off by a nasty, dingy floor. Whether you have wax, wooden or tile floors, do whatever you can to make them shine again. For wax floors, either rent a floor machine or call a professional for an estimate and a description of what they will do to restore your floor. If you have carpeted floors, either steam clean them or have carpet samples available and explain to the buyers you will pay x amount for them to install the carpet of their choice.

Having houseplants is not only healthy for you but creates a feeling of warmth around them. Many indoor plants are far less expensive than you might imagine. Attractive ceramic or brass pots can add a designer flair to your home. Hanging plants such as Boston ferns are inexpensive, easy to care for and would go great in your new home when you move.

Give your bathroom a face-lift by adding a coat of fresh paint, some decorative moldings, tile grout, and maybe a new designer faucet and showerhead. Perhaps more important than anywhere else in the house, clean your bathrooms relentlessly.

However, these simple dress-up tips are nice for quick and easy improvements, but there are other factors that will also affect your home's resale value. These have much more to do with the legality and contracts and inspections that are necessary when selling a home. Each and every one is just as important as the overall appearance of the home.

First of all, you must price your property correctly and at a competitive market value when you list it. The market is so competitive that even overpricing by a few thousand dollars can be the difference on selling or not. The problem with an overpriced home is that it can minimize the number of offers, lower the number of showings, lower agent response, limit financing, limit the number of qualified buyers, and net less money for the seller.

You must make your home available for showings. Top agents will not show homes that they must search high and low for the key and access - they do not have time to rush around town all day chasing down and dropping off house keys. If you will be home during a showing, then put on some soft music and take a walk when the potential buyers come through, letting the buyer be at ease and letting the real estate agent do his or her job. Selling your home quickly can be a benefit if you need to leave immediately, but can cost you thousands of dollars. A buyer sensing the seller is distressed will make a lower offer. This is why pricing correctly is important - you should know all there is to know about the market before listing and work hand in hand with your agent.

Disclosing property flaws is vital in selling your home for the most possible money. Get professional assistance for all levels, from disclosing the flaw to fixing it. If you are unaware of a problem or attempt to cover it you, you risk losing the sale and finding yourself in court.

Perhaps the most important aspect of selling your home is choosing the right REALTOR for you. Just like offers on the house, don't take the first one through the door. Take the time get to know your real estate agent and make sure they are going to work in your best interests. Ask if they have a **30-DAY MARKETING PLAN** they plan to implement to sell your home for the best possible price.

**Choosing your Agent wisely.** Any agent will show enthusiasm and will want to list your house for sale but choose your agent based upon

- A. Experience at listing and marketing houses for sale.
- B. Ability to use technology to market your house world wide to buyers 24/7.
- C. Reviewing with you a comprehensive Marketing Analysis of home sales in your area.
- D. Ability to offer a written detailed 30-DAY MARKETING PLAN that will get your house sold at the highest possible price.

**Working with a full-time professional real estate agent is a must.** Choose your agent by asking questions of him or her. Find out how knowledgeable they are about houses currently for sale in your price range and also of houses that have recently sold. Can your agent recommend a good lender that has the reputation of excellent customer service and low rates to assist your new buyer with financing? A good listing agent can get your house sold quickly at **TOP DOLLAR** and help you find a new home.

**Thank you for requesting a copy of this "FREE REPORT"**

**For prompt, courteous, professional service, call Gary or Lynn Pakulla:**

**Office: 410-203-9460**

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**Have questions, need advice you can count on or just want to discuss this further?**

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