



# 10 Secrets to Selling Your Home Fast

(Second Edition)



## 10 Secrets to Selling Your Home Fast

We have all heard the term “curb appeal.” Besides pricing, schools and location, what your house looks like inside and out is one of the most important factors when it comes to selling your home fast.

Curb appeal refers to the impression a potential buyer has when they first pull up to a home. Does the yard look maintained or is it full of weeds? We will discuss some important tips shortly when it comes to the outside of your home.

Equally important is the condition, look and feel of the inside of your home. Remember, first impression is everything. Many buyers choose to pass on a home after they walk in the front door. If they don't like what they see or how they feel about the home, nothing you can do will be able to change their minds.

As a seller, your primary objective is to sell your home quickly for the most money possible. However, it's not always as simple as just listing your home on the open market. You can't force a buyer to purchase your home. You should market your home in such a way as to appeal to their senses and emotions. You want them to feel that your home is the right home for them and their family. That's why it is important to develop a plan and to do the things to ensure your home is appealing, ready to show and ready to be purchased.

Here are 10 secrets to selling your home fast.

### **#1 Curb Appeal**

So, let's talk about curb appeal. The front of your home will be the very first thing a potential buyer will see. Take a moment to go into the street and stare back at the front of your

home. What do you see? What will a buyer see? What initial message is being sent regarding how the home is maintained? Buyers may believe that the outside of the home is an indicator of the condition of the inside. You never want to get on the wrong foot with a buyer, especially before they have even stepped inside.

Here are a couple of inexpensive ways to ensure that the front of your home leaves a positive first impression. For starters, take a Saturday afternoon and remove all weeds. Weeds equal neglect in the minds of buyers. You should also get some weed killer to spray those small and pesky weeds that are rearing their ugly heads.

You will also want to trim all trees, shrubs and flowers. It's important to remove as much dead growth as possible. Make your yard look nice, tight and neat. You don't want the word "dead" popping up in the minds of someone who is about to walk inside your home.

Take a look at your garage door and paint condition on the front of your house. Though you may not want to invest in a new paint job, quickly hosing off the dirt on your house and garage door can improve the appeal immensely.

Lastly, take a careful look at your driveway. Is there a lot of dirt, tire marks, oil stains and/or grease stains? If so, go down to your local hardware store and rent a pressure washer. Clean is the name of the game.

## **#2 First Area They See**

In the event you only had enough time and money to invest in one area of the house, you should invest it in the area or room that someone walking into your front door sees first. It could be a large hallway, family room or living room. Regardless, you should pay special attention to this area. Remember, first impressions are everything. Make sure this area is always clean and clutter free. The first impression may be the only impression left on a buyer.

If you have the time and money, it might be a good idea to give this area a fresh coat of paint. A clean and new look right away may carry over in the minds of a buyer when they walk through the rest of your home.

It's imperative that, as you continue to read the rest of these selling secrets, keep this particular area in mind. You will likely gain even more ideas.

### **#3 Keep the Primary Childcare Provider's Perspective in Mind**

In many real estate transactions involving married couples, the home buying experience begins with the person who spends the most time at home. In many instances, but not all, it's the wife who will ultimately make the final decision to buy or not to buy.

Let's face it, men and women are different and they look for different attributes in a home. It's important to keep in mind that women tend to see certain things and important details that their counterparts may overlook. They may want to entertain more, which means the kitchen is an important component. Also, they are the ones who may spend more time focusing on the needs of the children. Is your home kid friendly?

Keep in mind that many single parents are in the home buying market. Though single dads raising kids are not uncommon, statistically speaking, there are more single moms raising kids than fathers. You should always be considering their needs and wants when preparing your home for sale. Is your home a place that a single parent, or any parent for that matter, could picture themselves raising their children?

### **#4 Clean Your Home Thoroughly**

There's an old expression, "Cleanliness is next to godliness!" Nothing could be closer to the truth when it comes to selling a home. Obviously, it is critical that the house remains clean

throughout the entire selling process. However, you should give your home a thorough cleaning before any prospective buyer steps foot inside it. You may even want to consider hiring a professional cleaning service. You are setting the stage for your potential buyer, and quality is everything.

Flooring is important. Make sure all flooring, including tile, carpet and linoleum, is cleaned regularly. Don't hesitate to have them professionally cleaned. Make sure all spots and stains are eliminated to the best of your ability.

One item that is often overlooked is the floorboards. Make sure to wipe them clean. This will do wonders to the appearance of the rest of the flooring.

Also, don't overlook the bathrooms. Remove all clutter and keep in mind that buyers oftentimes open drawers and medicine cabinets. Make sure they are spotless and organized.

Pay special attention to the kitchen. Kitchens are often the determining factor in decisions to buy or not to buy. Make sure the cabinets, stove, oven and refrigerator are clean and odorless. If a buyer cannot picture themselves preparing a meal in the kitchen, the deal is over.

## **#5 Take Care of any Bad Odors**

Bad odors are not good and can instantly turnoff a buyer, especially cigarette smoke, mold and pet odors. Science has proven that smells and scents can evoke strong emotions. What is the best part of a new car? The new car smell! What emotions does the smell of your home evoke?

Utilize spray and plug-in air fresheners. A good smell can hide a bad or old smell relatively easy. However, it's important not to overpower the senses by aromas that are too strong. A buyer may think you are trying to hide something.

If the odors are emanating from your carpets, this may be the time to hire a professional carpet cleaning service. They have the equipment and expertise to eliminate or minimize those bad odors.

## **#6 Pots and Pans**

Enough can't be said about the emphasis that buyers place on the kitchen. A great deal of family time takes place in the kitchen and this notion is never lost on families. A great deal of your preparation time should be spent in this area of your home.

Spend time cleaning the stove, oven, microwave, refrigerator and cabinets. Never leave the house without ensuring these items are sparkling.

Also, you will want to pay special attention to what is in your cabinets, especially the pots and pans. One of the first things the primary cooker will do is open your cabinets and assess space. Make sure they are organized. Eliminate clutter and that "hastily thrown in" feel.

This might be a good time to start packing. Remove and pack any pots, pans, dishes and bowls that you don't absolutely need during the selling process. Your primary objective is to leave potential buyers with the feeling that their kitchen supplies will fit comfortably.

## **#7 Declutter Your Home**

Clutter is one of the biggest deal killers in the home selling business. The more clutter you have in your house or a room, the smaller the house or room will feel to a buyer. Remember, most buyers want the biggest home for their money. Though you might not have the square footage, you can make your home feel bigger.

As with the cabinets in your kitchen, this might be the time to start packing. Walk through the home, especially the kids' rooms, and pack any items that don't bring value to the appearance of your home.

Examine every piece of furniture and shelf in the home and carefully assess the items on them. Pack them if they make your home look cluttered or if you don't need them. Also, keep in mind that closet space is important to most buyers. Closets are the last place to store these items.

### **#8 Always be Ready to Show**

Once you have your house listed, you and your home are on call; much like a doctor when they leave the office. Your home needs to be ready to show at a moment's notice. You never know when that right buyer is in the area and ready to look at your home.

Make sure your house is always clean, smells good and the clutter is put away, especially in the kitchen and the bathrooms. Also, lighting is key. Keep the lights on, especially if your house is listed and may be shown when you are away from the home. Believe it or not, lighting is a key factor in the buying decision making process. Think about the last time you were in a furniture store. Furniture stores understand this principle and maximize the lighting in their showrooms.

Keep in mind that holiday weekends are a busy time when many buyers look at homes. Don't fall into the trap of not showing your home during these times for the sake of family time. Some of the most serious buyers are sacrificing their family time to look for their next home.

You may want to put together a checklist. Make sure all items are checked before you leave the house. You can't predetermine when the right buyer will visit your home, so always have your home ready.

### **#9 Have Friends and Family Preview the Home**

These are only a handful of the many secrets and considerations to make when preparing your house for a quick sale. Once your home is ready, you are probably not the best person to determine how well your house shows.

Enlist the help of family and friends who will give you their honest assessment. Ask them to pretend to be a buyer and preview your home. Have them start with the curb appeal by pulling up to the front of your home in their car. Allow them to walk the entire house, as would any potential buyer. Remember, make sure you have some women included in the process to get the female perspective.

The two most important things your pretend buyers can do is take lots of notes and to be as honest as possible. Don't allow their feedback to hurt your feelings. Your primary objective is to sell your property fast and the more honest feedback you have the better.

However, don't get overwhelmed. Keep in mind that you can't do everything. Only focus on the items that are critical, the items you can afford and the items you have time for. You will have to prioritize.

## **#10 Don't Do It Alone**

Imagine a professional sports team hitting the field without a coach or a game plan. There are so many moving parts to a game and so much strategy to consider. That's why there are coaches. A lack of a coach can lead to confusion, uncertainty and eventually a loss.

Selling a home is lot like a game. There are many factors to consider, such as pricing your home right, marketing your home, dealing and negotiating with buyers, scheduling the buyer's vendors, ensuring the buyer is qualified for a mortgage and making sure any offers are properly put in writing in order to mitigate risk. That is where a licensed real estate professional can play a vital role.

For starters, a licensed real estate agent is in a better position to help you make more money on your home. There is a myth that bypassing an agent and paying commissions will result in a higher profit margin for the seller. Statistics suggest that sellers who sale their own home are more likely to sell their home for far less than it is worth, leaving a great deal of money on the table. These sellers often put themselves in a situation where they make less, even without having to pay commissions and fees.

Also, your agent has access to the Arizona Regional Multiple Listing Service (ARMLS). ARMLS is an online database that selling agents use to list homes, and buyer agents can use to see what homes are for sale. Since most sellers list their homes with a REALTOR®, it is important that your home is considered by the majority of the buyers who are in the market to buy.

Any marketing expert will tell you that in marketing, exposure is key. Don't let your home get left out of this powerful marketing tool, since most homes are found by buyers and sold with the use of ARMLS.

Your nest egg is on the line. You would never want to take to the field without someone to direct your team's approach to the game. The same goes for selling your property.

As your REALTOR®, I am on your team and committed to your success. I have the knowledge and insight to ensure that your property is properly priced and marketed for a quick sale. In addition, the tips included in this guide are only a handful of the things you should consider to prepare your house for sale. My job is to make sure no stone is unturned, your house sells quickly, you make the most money possible from the transaction, and that your personal interests are protected.

### **Additional Tips to Consider**

There is no way to list every possible tip and item you could address when preparing your house for that right buyer. However, here are a few more:

- Replace all light bulbs.
- Clean or update your front door knob.
- Keep your blinds open.
- Purchase a new mat for your front door.
- Put fresh flowers on the kitchen table.
- Spend time focusing on the backyard.
- Clean and organize your closets.
- Throw a Home Warranty into the deal.
- Visit neighborhood open houses.
- Put away your pets when you leave the house.
- Price your home right – don't be greedy.

As you can tell, there is a lot that goes into selling a home. At times, it can be quite overwhelming. That is where I can help.

As your REALTOR®, my number one objective is to ensure your specific needs and interests are met and protected. I have the knowledge and insight to answer all your questions and to help you sell your home quickly. Remember, I have access to ARMLS to market your home and can use it to help you find your next dream home.

I am ready to serve you and your family and help you to reach your real estate goals. Here's to happy selling and a successful close!

This publication is designed to provide tips and suggestions in regard to the subject matter. It is provided that neither the broker, agent, author nor the publisher is engaged in rendering legal services. If legal advice is required, the services of a competent real estate attorney should be sought.

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