

Tips on Selling a Home

1 Time Becomes Money

- It's a good idea to place your home on the market as far in advance as possible of purchasing a new home.
- If you find a new home first and then try to sell your present home, you may end up paying two mortgages.

2 Check Your Curb Appeal

- Strong curb appeal will lure potential buyers inside where you have to live up to their expectations.
- Potential buyers could be looking for well maintained lawns, smooth driveways, properly stored lawn mowers and hoses, etc.
- Trimming trees and planting flowers will enhance the visual attractiveness of your house.

3 On The Inside

Buyers are attracted to clean, spacious, and attractive houses. Cleaning is number one. Your windows, floors, and bathroom tiles should sparkle. Keep your home neat and clean at all times.

4 Choose a Real Estate Professional

- Some advantages that real estate professionals offer:
- They will help promote your home to other agents and list your property in Multiple Listing Services.*
 - Your home will get exposure.
 - They will help you establish a fair asking price for your home
 - They will schedule appointments to show your home to prospective buyers even when you are not there.

* MLSs are private databases that are created, maintained and paid for by real estate professionals to help their clients buy and sell property. (www.realtor.org)



5 Setting a Fair Price

- You and your REALTOR® will factor in many conditions when pricing your home.
- Your location
 - Economic conditions
 - Supply and demand in the local housing market
 - Seasonal influences
 - Local schools
 - Average home prices in the neighborhood
 - Your home extras - pool, central air, security, etc.

6 Qualifying a Buyer

- Your REALTOR® will eliminate potential buyers who cannot really afford to purchase your home. A number of factors will help determine whether or not you are wasting your time negotiating a sale:
- The buyer's debt and credit history.
 - The buyer's current income and employment.
 - The buyer's cash position and availability of a down payment.
 - The length of time the buyer needs before closing on your home.
 - How interested the buyer appears to be in your home versus other buyers.

7 Seek Additional Resources

- Your REALTOR® can refer you to other experts necessary to close the deal such as:
- Attorneys for legal assistance
 - Inspectors, representations for termite and structural examination
 - Surveys for boundary and encroachment matters

8 Tax Implications

- Selling a home can have a major impact on your federal and state returns. Check with a tax consultant on the factors that may affect taxes resulting from the sale of your home.

9 CONGRATULATIONS!

- You and your REALTOR® successfully weathered the logistics of selling your current home, and you're ready to move on to a new and exciting chapter in your life!!!