

THE ULTIMATE GUIDE TO **SELLING YOUR HOME**

2015 Edition



A Step-by-Step Guide to Stress Free Home Sales

About the Author:



Norm Werner

Real Estate One

Phone (Mobile) – 248-763-2497

Email: normwerner@comcast.net

Websites: www.movetomilford.com

www.themilfordteam.com

Years in business - 13

Education – B.S. Communications

Organizations – Ambassador and Board
Member of the Huron Valley Chamber of
Commerce

President of the Board, The Milford Historical
Society

With more than 13 years of experience, I have dedicated myself to my customers and their needs. I am proud to serve as a real estate expert for this area, strong negotiator and family-oriented agent. Visit my web site <http://www.movetomilford.com> as a great information and current events resource about the Huron Valley area.

I specialize in helping my clients prepare for the selling process in a way that will get them the best possible return on investment. I also live in one of the historic homes in the Village of Milford and specialize in finding and advising buyers on historic homes.



There's no doubt about it... selling your home is stressful.

As you prepare to sell, you know that you're about to take on major financial and emotional stress. Reduce your anxiety by preparing yourself for the process.

This guide will teach you the steps you must take in order to quickly sell your home for the best price.



You may be asking yourself... do I really need a REALTOR®?

In short, yes. Unless you have a ton of real estate experience, it is best to use a real estate agent to help you sell your home. Why? Read on.

Benefits of using a real estate agent

1. Get the best price

Your agent will help you set a realistic sale to ensure you're able to attract potential buyers, get strong offers and sell your property quickly.

2. Help with sale prep

Your agent will help you decide what work and repairs will increase the value of your home and which ones will be money wasted.

3. Showing success expert

Your agent will help you stage your home and incorporate strategic marketing to attract buyer leads.

4. Local guru

Your agent will help you sell your neighborhood by acting as a community expert showcasing local highlights.

Without an agent, there are a lot of things you need to know how to execute seamlessly to successfully sell your home; effective marketing, real estate transactions, home staging, buyer negotiating. To reduce stress and streamline the process - get an agent.



A real estate agent also provides...



- **Local Market Expertise**
- **Offer Negotiation Skills**
- **Practical Staging Advice**
- **Listings Expertise**
- **Real Estate Forms Expertise**
- **Real Estate Process Expertise**
- **Marketing Best Practices**
- **Major Time Savings for You**
- **Stress Reduction**
- **Help You Avoid Pitfalls**



It's time for step 1 - determining a sale price...

There are so many factors that must be considered in determining the appropriate sale price for your home. How do you figure out what your home is worth?

Note for Sellers:

Try not to get too emotional.

Your home will never be worth as much to a stranger as it is to you and your family. You've made memories there and have invested time and effort into maintaining and improving it.

That said, you have to be realistic about your home's value based on market conditions, not your perception. Your agent can help you find the right balance between the two.



Steps to setting the right price

Use Online Valuation Tools -

There are tons of free online home valuation tools you can use to get a ballpark idea on what your property is worth. Utilizing these tools is a great place to start; however, none of them can replace the local market expertise of your Realtor.

Analyze your local market –

Ask your agent for a Competitive Market Analysis (CMA) report. This report pulls MLS data for active and expired listings and compares your property with all other homes that have the same specs and characteristics to determine a baseline price.

Get a Professional Appraisal -

While it'll cost you a few hundred dollars up front, hiring an appraiser will also give you the most accurate market value estimate for your home. Appraisers are licensed and regulated by state boards and programs.



Now, on to **step 2 – preparing your home for sale**

How do you stage your home for the best results at showings? Should you repair that crack in the garage floor? Is it worth the money to repaint or should you leave that to the new owners? What small things can you do to increase perceived value? We can help. Read on...

Tips for preparing your home for sale:

A little paint can go a long way.

Think about cheap, easy things you can do to dramatically increase the perceived value of your home. If your walls are yellowed, take the time to put on a fresh coat of paint. If the yard is a little unruly, hire affordable landscapers to come touch it up. If your mailbox is falling over, replace it. Small touches and curb appeal can go a long way in wowing buyers.

Discuss good investment updates.

Talk to your agent about small updates that are worth the money. Sometimes an affordable light fixture update can add significant value to your property in the eyes of potential buyers. Something as small as adding knobs and pulls in your kitchen can greatly improve its perceived value. Talk to your Realtor about what, if anything, you can repair or replace to help wow everyone who walks through your home.



Finally, it's time to stage for a quick sale

There are some tried and true tips you can incorporate into your home staging that will help potential buyers envision their lives in your home and will help the offers come rolling in.

Staging success tips

Start by de-cluttering

You want your house to look un-lived in, which can be challenging when you haven't, in fact, moved out yet. Use functional storage options and an off-site storage site if necessary to remove all the clutter from your house and make it look pristine and inviting. The more wide-open space you have, the more potential buyers will be able to envision how their furniture could fit in the space. Put away the family pictures, trophies and memorabilia.

Let there be light

Make sure that blinds are open and curtains drawn, so that the maximum amount of outside light can get in. Put new and perhaps brighter bulbs in light fixtures that are in inside rooms like small baths. Make sure that all of the lights work in hallways and in the basement. Put lights in closets. Make sure that the lights are all on for all showings.

Clean it up

This should go without saying, but make sure your home is nice and clean and free of any strange odors. Pay extra attention to pet odors if you have pets.



Always be ready for a showing call...

The right buyer could come along at any moment. As a seller, you need to be ready to show your home any time of day, any day of the week. That means keeping the house clean and uncluttered at all times. It also means being ready to leave at a moment's notice to give the buyer comfortable and uninhibited access. To prepare for the unexpected, have some ideas ready of places to visit and spontaneous ways to kill an hour or two.

Let me take the load off you...



Image courtesy of photostock at FreeDigitalPhotos.net

**Because you have better things to do
Let me do my job, so that you can do yours**