

FINDING THE RIGHT AGENT:

Not all agents work the same way. One of the most important attributes of an agent is that they are well connected to the Cypress Lakes lifestyle. We know the market....and we live here! We can also provide information on past sales, current listings, marketing plans, and answer your questions concerning the rules and regulations; as well as activities and social events. In addition, you also want to look for agents who are honest, assertive, and one that best understands your needs. "If it's important to you, it is important to us."

SETTING THE PRICE:

The price is the first thing buyers notice about your property. If you set your price too high, than the chance of alienating buyers is higher. Asking price reflects how serious you are about selling your home.

Several factors will contribute to your final decision. First, you should compare your house to others that are in the market. Use an agent that will provide you with:

- ~ houses in your price range and area that were sold within the last half-year
- ~asking and selling prices of houses
- ~current inventory of houses on the market
- ~features of each house on the market

From the CMA you will learn the difference between the asking price and selling price for all homes sold, the condition of the market, and other houses comparable to yours.

Always be realistic. Understand and set your price to reflect the current market situation.

MAKING A GOOD IMPRESSION

If you want buyers to be interested in your home, you need to show it in its best light. A good first impression can influence a buyer both emotionally and visually, thus prompting them to keep it at the top of their list. In addition, what the buyer first sees is what they think of when they consider the asking price.

A bad first impression can dissuade a potential buyer. Don't show your property if "its not in show ready condition." You do not want to give buyers the chance to use the negative first impression they have as means of negotiation.

Less is more! Declutter. As agents who sees many homes everyday, we can give solid advice on what needs to be done. Consider what others have to say. What you need are objective opinions, and it's sometimes hard to separate the personal and emotional ties you have for the home from the property itself.

Typically, there are some general fix ups that need to be done both outside and on the inside. As a seller, you should consider the following:

- Landscaping: Has the front yard been maintained? Are areas of the house visible to the street in good condition?
- Driveway: Cleaning or Resurfacing the driveway ; Is your driveway cluttered?
- Painting: Does both the exterior and the interior look like they have been well taken care of?
- Carpet: Does the carpet have stains? Does the carpet look old and dirty?
- A/C Return Vent. Buyers look at A/C vents. This is their measurement of how well the home has been maintained. Is yours dusty or rusty?

The first impression is the only impression

You never have a second chance to make a first impression. It's important to make people feel warm, welcome and safe as they approach the house

The kitchen comes first

You're not actually selling your house, you're selling your kitchen that's how important it is.

Take the home out of your house

One of the most important things to do when selling your house is to de-personalize it. The more personal stuff in your house, the less potential buyers can imagine themselves living there. Get rid of a third of your stuff – put it in storage. This includes family photos, memorabilia collections and personal keepsakes. Staging simply means arranging your furniture to best showcase the floor plan and maximize the use of space

Conceal the critters

You might think a cuddly dog would warm the hearts of potential buyers, but you'd be wrong. Not everybody is a dog- or cat-lover. Buyers don't want to walk in your home and see a bowl full of dog food, smell the kitty litter box or have tufts of pet hair stuck to their clothes. It will give buyers the impression that your house is not clean

Light it up

Maximize the light in your home. After location, good light is the one thing that every buyer cites that they want in a home. Take down the drapes, clean the windows, change the lampshades, increase the wattage of your light bulbs and cut the bushes outside to let in sunshine. Do what you have to do make your house bright and cheery – it will make it more sellable

Half-empty closets

Storage is something every buyer is looking for and can never have enough of. Take half the stuff out of your closets then neatly organize what's left in there. Buyers will snoop, so be sure to keep all your closets and cabinets clean and tidy.

FOR SALE BY OWNER - A GOOD IDEA???

Before you decide to sell your home FSBO, you must remember that to get a saving in commission there may be a cost. So, what's the catch? Selling FSBO is hard. A lot harder.

Only about 10% of sellers that decide to do FSBO are successful at it. And not all of them end up saving themselves money. FSBO sellers often end up accepting a lower price for their home than they would with an agent.

There are of course other issues as well. Can you afford to make selling your home your full-time job? Because for a lot of FSBO sellers, that's exactly what it is. Do you have the time to spend on the marketing, advertising, paperwork, phone calls, showings, and problems that come up when any home is sold?

Selling with a professional agent also has other advantages. An agent can get your home listed on popular websites where not only homebuyers, but also other agents can easily find it. Professional agents also have an extensive network that allows them to more easily find a buyer.

So, before you decide to sell your home yourself, thoughtfully consider just how much time and effort you can spare for selling your home, as well as how important it is that your home sell sooner, rather than later.

PRE-LISTING HOME INSPECTION

A professional home inspection protects both you and the buyer. It allows both you and the buyer the opportunity to learn about the property's defects.

A home inspection usually covers the following:

- Plumbing condition. Are there any leaks or clogging? Do you have gray piping?
- Roofing. What extent of deterioration, if there is leakage.
- Electrical Condition. Are there inadequate circuits or potential fire hazards?
- Underlying. Are your tie downs up to code? Are your anchors corroded or damaged?

As a seller, the home inspection reports protect you because it establishes the actual condition of the property at the time of sale. Plus, it keeps you from accepting an offer at your bottom price, then finding out your home has major repairs before you can sell.

IMPORTANCE OF INSPECTION

As a buyer, you are entitled to know what you are getting. Contracts are "as is" with rights to inspect. An inspection is an opportunity to have an expert look closely at the property you are considering purchasing and getting both an oral and written opinion as to its condition.

If possible, you should be present with the inspector for the inspection. This gives you a chance to ask questions about the property and get answers that are not biased. In addition, the oral comments are typically more revealing and detailed than what you will find on the written report. Once the inspection is

complete, review the inspection report carefully. If you do not approve the inspection report, then do not buy the home. Olive Branch contracts automatically provide an inspection contingency.