THE DELIA GROUP

REAL ESTATE PROFESSIONALS
248.733.5812

SUMMER SELLING SUCCESS: 7 TIPS TO SELL YOUR HOME FAST

Simple strategies to stand out and attract serious buyers this summer.



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WHY SUMMER IS PRIME SELLING SEASON



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Summer brings more buyers, longer daylight hours, and families eager to move before the school year starts. With the right approach, you can stand out in this competitive market and sell faster.

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1



BOOST YOUR CURB APPEALS

Curb appeal can make or break a first impression. Buyers often decide within seconds if they're interested in a home just by looking at the exterior. Trim hedges, mow regularly, plant bright flowers, and freshen up mulch or stone pathways. A new coat of paint on the front door, a modern welcome mat, and updated house numbers can instantly upgrade your home's look.

Pro Tip: Add solar lights along pathways for a warm evening glow that makes evening showings feel inviting.
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STAGE FOR SUMMER VIBES

2

Inside, aim for bright, airy, and welcoming. Swap heavy drapes for sheer curtains to let in natural light. Use fresh flowers or green plants to bring life to the space. Light-colored throw pillows, summer-inspired artwork, or subtle citrus-scented candles can make the home feel fresh and seasonally appropriate.

Pro Tip: Keep the temperature comfortable—buyers should feel cool and relaxed when touring on hot summer days.

3



PRICE IT RIGHT FROM THE START



Pricing is key in a competitive market. Overpricing can leave your home sitting too long, causing buyers to wonder what's wrong with it. Work with a local agent to review comparable sales and determine a competitive price that attracts attention while leaving room for negotiation.

Pro Tip: Homes priced correctly often generate multiple offers quickly—sometimes driving the final sale price even higher.

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4



INVEST IN PROFESSIONAL PHOTOS

Most buyers shop online first, so stunning photos are essential. Hire a photographer who knows how to capture your home in the best light—literally. Sunny, well-lit images of patios, decks, and landscaped yards will help your listing stand out.

Pro Tip: Consider a short listing video or virtual tour for maximum online exposure.

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HIGHLIGHT OUTDOOR LIVING SPACES

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Outdoor spaces are huge selling points in summer. Stage patios, decks, or balconies with comfortable seating, colorful cushions, or even a staged dining table. A few potted plants or string lights can transform a basic yard into an inviting entertainment area.

Pro Tip: If you have a firepit, pool, or garden, showcase these features in your listing photos to spark buyers' imagination.

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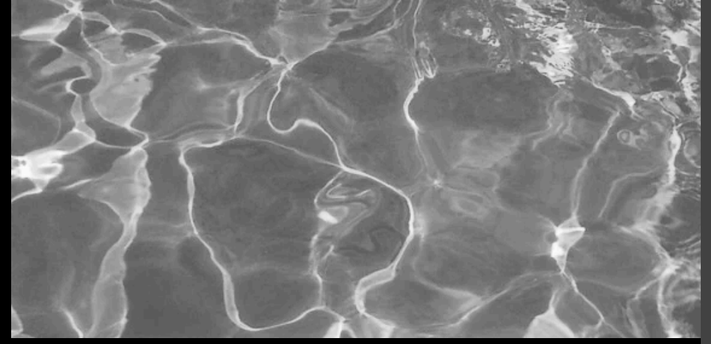

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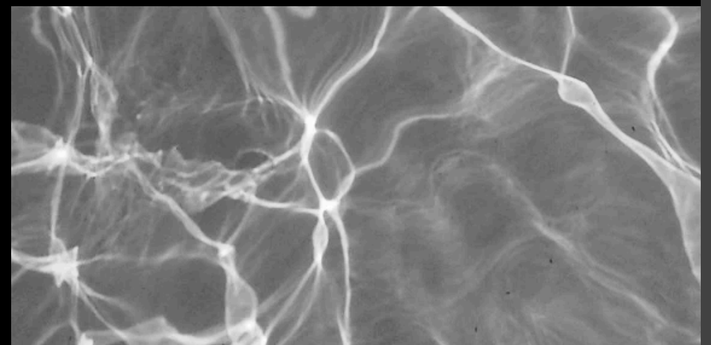
BE FLEXIBLE WITH SHOWINGS



Summer buyers are active after work and on weekends. The more accessible your home is, the better your chances of finding a serious buyer quickly. Be prepared for evening and last-minute showings.

Pro Tip: Keep the home clean and showing-ready at all times to make accommodating last-minute buyers stress-free.

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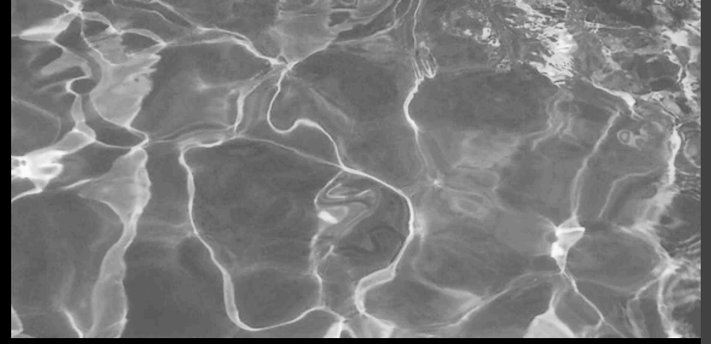
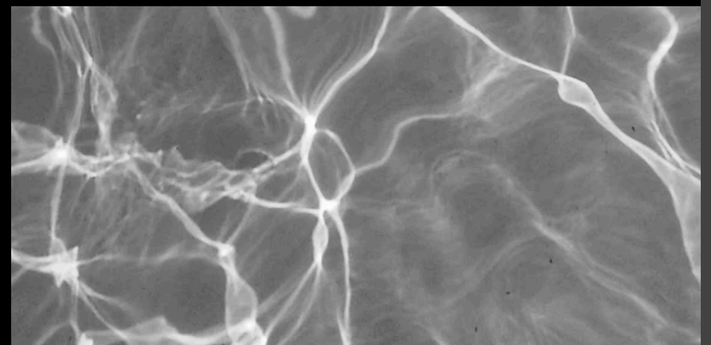


WORK WITH A LOCAL EXPERT



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A local real estate expert knows the current summer trends, the right marketing strategies, and how to negotiate the best price. They can help you price correctly, target the right buyers, and guide you through every step to ensure a smooth sale.

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FINAL THOUGHTS: MAXIMIZE YOUR SUMMER SALE

Selling in summer can be exciting and profitable if you prepare properly. From curb appeal to pricing and marketing, small strategic changes can lead to big results. Ready to list? Let’s connect and create a customized strategy to help you sell quickly and confidently this season.



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