

Compliments of:

Larry Gasinski
Realty Executives
26650 The Old Road, Suite 300
Valencia, CA 91381
(661)-263-7457
Larry@SCVHomeAdvisor.com

Three Steps to “Sold”

There are many ways to improve your chances of a quick, full-price sale, but understanding a few of the most basic foundations makes the whole experience more enjoyable and profitable.

First, realize that price is everything. Your home is being compared to similar homes in your area. Cosmetic improvements don't necessarily mean that you can demand a higher price. What if you just spend \$4,000 installing premium carpeting and the potential buyers are dreaming of wood floors.

Related to pricing is the handling of repairs. Ideally, your real estate professional has “walked through” your home and made suggestions for both cosmetic and possibly more serious repairs. A rule of thumb states that buyers will offer \$2 less for every \$1 of needed repairs. Take care of what's necessary and move on.

Finally, one of the most misunderstood concepts of successfully showing your home is that you should not be there when an agent shows it! Of course you'd love to witness the reactions of prospective buyers, but your presence will make them feel more like guests and less like would-be owners. Give the agent a chance to field their questions about pros and cons, and provide answers that will put them at ease.

These three considerations are just the beginning to a speedy and successful sale. Discuss the entire marketing plan with a professional and then list your home for sale with confidence.