

HOW DO SELLERS WIN IN TODAY'S MARKET?



1. Massive Marketing:

The more people that know you're selling a home the better. Use the MLS, open houses, online groups, yard signs, etc. to let people know you're selling your home.



4. Maximize Showings:

The most reliable data for buyer demand is buyer's agent generated showings. Maximize the time windows potential buyers can view your home.



2. Make your Home Move-in Ready:

Many buyers don't have the money or desires to fix up and make homes livable. Fix anything broken and update cosmetic issues. New kitchens and bathrooms are a nice plus.



5. Professional Photos:

Buyers decide to view your home or not based on the photos posted online. Ensure they are of high quality and attract as many people as possible.



3. Ensure Clean Title:

Remove all liens or balances due to HOA's, Lenders, Contractors, IRS, etc before selling your home.



6. Staging:

Homes look better with furniture and décor in them. If buyers have something to look at, they won't nitpick every imperfection in your home instead.