

Home Sellers' Power Tips



58 Tips for Selling Your Home for Maximum Profit

(California edition)

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Introduction

Every homeowner wants maximum profit from the sale of his or her house. There are many small but important things to be taken care of for attracting potential buyers. Since you are the owner, you will naturally know more about your house than anyone else. You should know how to present your home to buyers, and to help them figure out what the specialties of your house are.

This e-Book will guide you through the important things you should know before selling your house for maximum profit. Things like how to write an attractive and beautifully worded ad, how to stage your house to maximize its beauty, how to manage necessary paperwork, and guidelines for seeking professional help are dealt with. Filled with several guidelines and checklists, this e-Book tells you how to deal with the minor and major issues that may discourage a prospective buyer from buying your house.

I hope you will find this book a worthwhile source of useful information.

58 Tips for Selling Your Home for Maximum Profit

Tip 1 - Collect as much information as possible.

Months before your intended sale, prepare your home selling strategies. If your friends or relatives have worked in real estate, talk to them, but don't tell them you are thinking of selling your house. Ask them about mistakes they or their friends or relatives have made. Survey the entire landscape. Personal experience is the best source of knowledge and tactics.

Tip 2 - Talk to real estate agents.

Talk to some real estate agents in your locality. It is helpful to know from them how much your home is worth.

Tip 3 - Read real estate ads everyday.

Read real estate ads every day to get the average selling price of houses identical to yours. You may even drive around these houses for sale and judge whether or not the price they're asking is justified.

Tip 4 - Do a bit of research work.

Try to differentiate between the wording of ads that appear only a couple of days and ads that seem to be in the paper forever. This is where wording might clue you into the reasons.



Tip 5 - Set realistic goals.

Never demand more than the average price in your area just because you have a rose garden and your neighbor doesn't. Departing too much from the mainstream can work against you.

Tip 6 - Too much analysis leads to paralysis.

Arm yourself with sufficient knowledge and then get moving! Don't let fearful analysis block your way. If you want to sell your house successfully, fear has no place in the grand scheme of things.

Tip 7 - Schools in your area.

Suppose there are reputed schools in your area. Young couples with school-going children may choose your house if there are public or private schools in your vicinity. For young families, schools are a top priority.

Tip 8 - Fitness centers in your neighborhood.

Do an inquiry of your locality's attractions. Facilities like parks, tennis courts, swimming pools etc. play a major role in the decision to buy a house nearby.

Tip 9 - Centers of entertainment.

How many restaurants and movie theaters does your area have? What about concert halls and other cultural activities? Many couples go for a concert or a show to spend a relaxing weekend. A very cultural community filled with activities is a huge factor, not only for them, but also for their children.

Tip 10 - Multi-cultural areas.

In multi-cultural areas, newly arrived immigrants always like to feel at home. A Sushi restaurant or a Jewish synagogue in your place may attract your buyer. There are places where people of different communities mingle and share their views about languages, art forms, cuisine etc.

Tip 11 - Is there a hospital in your neighborhood?

The presence of a hospital near the house you are going to sell will be a plus factor for families that have aging members, who may require medical help immediately in case of an emergency. Also, if your local area hospital is known for a particular specialization, make sure you let your buyers know.

Tip 12 - Don't gossip about your neighbor.

Are you in good terms with those living in your neighborhood? If you're selling a duplex, the buyers are usually curious about what kind of neighbors live in the same enclave. Show your neighborliness, but don't gossip about your neighbor. Usually, prospective buyers are only

interested if the neighbors are good or bad.

Tip 13 - Find defects with your house.

Every house has a hidden defect or a visible fault. Take note of all the weaknesses that can be spotted by buyers when they visit. Go around your house several times to make sure you have covered every defect you discovered. Never underestimate the buyer's ability to see through walls!

Tip 14 - Lubricate your garage door.

Check whether your garage door mechanism works properly. Demonstrate to potential buyers that your garage is in tip top shape. Garage doors usually need to be inspected and lubricated once every two years, depending on how recent your garage door and mechanism are.

Tip 15 - Keep your yards clean.

When buyers look for a house, they generally concentrate on making adjustments inside the house. It is known to all, that part of the house buying process is renovation. But when they see that the outside of the house also needs major attention, they could get discouraged. So keep your front and back yards clean and your grass healthy, green and well-manicured.

Tip 16 - List of recent renovations.

Make a list of major and minor renovations you have made in the last five years. Keep this list with you so that when you give the house tour, you can mention these renovations.

Tip 17 - Clean bathrooms.

Pay attention to your bathrooms. Make sure they have good lighting, clean faucets and a shiny bathtub. A stained bathtub is unsightly. A bathroom that smells and looks clean can be a persuasion point.

Tip 18 - Insulation and energy efficiency systems.

Buyers will ask you about insulation and energy efficiency systems in your house. It definitely would be to your advantage if you can speak knowledgeably about the installation materials in your house.

Tip 19 - Inspection of water heaters.

Check water heaters periodically, in order for them to work efficiently and tell your buyer that you do so. Over time, water heaters get an accumulation of chemicals in the bottom. Your "sense of maintenance" will be appreciated by the buyer.

Tip 20 - Lighting system.



Even if you have the cutest house in the area with nice French bay windows, large backyard and a large landing area, buyers will not be attracted if the lamps and chandeliers are old and unattractive. Replace all the old lights and lamps.

Tip 21 - Why are you selling your house.

Before advertising in the newspaper, spend some quiet time to yourself so you can gauge your true feelings about why you want to sell your house. If you have compelling reasons that force you to sell, this may affect your position as a seller. As the property owner, you should always be in the driver's seat.

Tip 22 - Emotional attachment.

If you are emotionally attached to your house and you feel that parting with it will affect you psychologically, assess how strong your attachment to your house is. Once sale is over, there is no turning back. Sale contracts are legally binding on both parties.

Tip 23 - How strong is your nostalgia?

A house is not only a physical structure. It is a refuge and a reservoir of memories of a family that built a future together. If you will spend sleepless nights regretting the decision to sell because your house means that much to you, you might be risking your mental health.

Tip 24 - Your house isn't a hotel!

You may hesitate to sell your house because you want your children to have a place to stay when they visit. If you really want to sell the house, this should be the least of your worries. Your grown children can perfectly manage on their own. After all, your house isn't a hotel!

Tip 25 - Banish your fears.

Your fears and emotional ups and downs will only lead to inaction. You are selling your house for making money. This thought will guide you and make you stronger as you go through the steps of the eventual sale.

Tip 26 - Never let your friends derail you!

Your friends may discourage you against selling your home. Don't surround yourself with friends who like to foretell misfortune. These pieces of advice, no matter how well-intentioned, have no place in your goals.

Tip 27 - Professional help.



Earlier we provided tips on going around inside and outside your house to see what needs to be improved. Now it's time to inspect your home for hidden defects. You need the assistance of a professional inspector. He will examine those details that can make or break the sale. One of the things to be examined is electrical wiring. A fire caused by faulty wiring is serious business.

Tip 28 - A well written report.

See whether the professional inspector or home inspection company you engaged, provides you with a detailed report. A written, detailed analysis looks better to buyers compared to a fill-in-the-blank forms and check boxes type of report. A detailed report demonstrates to the buyers that you have done your sacred duty as seller.

Tip 29 - Take copies of reports.

Make copies of the reports prepared by the professionals. You will need many copies of each report in future. Show buyers that you are acting conscientiously and being thoughtful of their concerns. This will make it clear that you are a serious seller. Make sure the dates are clearly visible on all reports.

Tip 30 - If you were buying the house.

After the reports made by the inspectors satisfy you, ask yourself, if I were buying this house, what would I want done or repaired.

Tip 31 - Things you should fix.

Follow the advice of Bill Effros in terms of repairs and fixes. There are three categories of things you should fix. 1), Legally required repairs, 2), Little things that make a BIG difference, 3), Big things that make a HUGE difference.

Tip 32 - Difference in attitudes.

Remember that - what may appear good to you, may not be good at all to your prospective buyer. No two people think the same way. Selling and buying a house are two different perspectives, two different persons, and two different mentalities.

Tip 33 - Replace old switches.

Replace old light switches, doorknobs and water taps if the are worn. Make sure that whatever you put on, the buyers can take them off easily should they decide to do so.

Tip 34 - Replace leaking faucets.



Minor things like leaking faucets can make your prospective buyers hesitate. Faucets that have been leaking for some time show a homeowner's negligence regarding basic maintenance.

Tip 35 - Repair doors.

Repair all doors that sag, don't close properly, squeak or have a knob missing. If you want to replace a door, visit your local home centre, where beautiful ready-made and custom-made doors are available.

Tip 36 - Broken screens.

Simple things like broken screens with holes can be a huge turn off. So show consideration for your buyers by taking care of them.

Tip 37 - Minor and major repairs.

Getting minor repairs done will help increase your chances of selling your house. But some experts opine that getting big things fixed will only mean profits for the contractor and buyer, not you. However, this is a matter of personal judgment.

Tip 38 - Know your buyer's plans.

If you are thinking of renovating your house before selling, gauge a potential buyer's plans about your house when he or she first talks to you. Your buyer need not like the renovations you have done.

Tip 39 - Bring in a contractor.

It's a good idea to bring in a contractor to have a look at your house after the professional inspection. Contractors can tell you what should be fixed and what should be left alone. Some contractors specialize in preparing homes for sale. A contractor's opinion will be a worthwhile addition to the home inspection reports.

Tip 40 - Announcing sale.

You can announce the sale of your house through word of mouth or by posting an ad. Tell your colleagues at your office that you are selling your house. The views of your colleagues can serve as an accurate indication of what prospective buyers are also likely to be asking you.

Tip 41 - Word of mouth.

Word of mouth is just as effective as advertising. Request your colleagues to inform their families and friends about your house sale. They may know of people who are looking for homes. The more people you tell, the more you boost your chances of reaching people you don't even know.

Tip 42 - Public bulletin board.

Use the public bulletin board to post your house sale. Leave tabs with your telephone number that can be torn out of the main sheet, so that people can call you or pass them on to others. Post a clear picture in color with your ad. A picture is worth a thousand words.

Tip 43 - Where does your house situate?

Before preparing your ad, think about its ingredients for successfully selling your house. Location is the key ingredient affecting the sale of your house. Remember that the price of your house reflects its location.

Tip 44 - What is the condition of your house?

Your home's condition is essential for a successful sale. This is where a professional inspector and a thorough personal inspection by you, can make a lot of difference. The upkeep of the property is a vital aspect in getting the highest possible price for a house.

Tip 45 - How much is the price?

Price is the number 1 deciding factor in the sale. There is a belief that a house is really only worth, what a buyer is willing to pay a seller, to gain ownership of that house. Price must have a direct impact on all the other constituents of a fruitful deal.

Tip 46 - Market conditions.

Market conditions have a huge effect on the price you can get for your home. These market conditions are influenced by factors like interest rates, supply and demand of houses in your locality, competition, and the general state of the economy.

Tip 47 - Not good with words?

If it takes you painstakingly long to draft an ad, read ads placed in newspapers. If an ad strikes you as effective, copy the style and content of the ad.

Tip 48 - How long you want your ad to run?

Be careful about how long you want your ad to run. An ad that's been around too long, will make readers think, that your house is not selling because of major defects. If you don't get a sufficient number of potential buyers, wait a few weeks and publish the ad again. Review the ad's wording if necessary.

Tip 49 - Placing your ad on the Internet.



The internet is an rapidly growing alternative to traditional newspaper advertising. More and more people look on the Internet for houses for sale. On the Internet, the buyer can print the ad and take it with them as they drive off to visit the house for sale, and can look at the ad again.

Tip 50 - Avoid flowery words.

While preparing your ad, avoid flowery words and expressions. People are not looking for something to captivate their hearts. They are looking for a real house to live in.

Tip 51 - Description versus price.

According to experts, it is the stated price on your ad that will get you a sufficient number of callers than the description of the property given in the ad. If the price is within their range, they will call.

Tip 52 - Callers and buyers are two separate people.

Merely because 25 people called you, don't think that there are 25 buyers. It only means that 25 people read your ad and dialed your number. Callers and buyers are two separate people.

Tip 53 - Clean your house.

When prospective buyers come to see your house, make sure there is nothing about your house that will distract them. The doors and floor should be clean, and if it is winter time, make sure the snow has been cleared.

Tip 54 - Remove dust.

Try to make your buyers feel that the seller has taste and class. Remove all dust and dirt before they arrive. Dust collecting trophies and souvenir items can make an ugly sight especially if they are thick with dust!

Tip 55 - Lights and flowers.

Beautify your home with lights and flowers. But too much beautification is not desirable.

Tip 56 - Get your pets out.

Get your pets out of your house before your prospective buyers arrive. Some people are allergic to dogs and cats.

Tip 57 - Have a closer



Before buyers come, it's good to have a closer. The closer should be near the door so he can keep track of buyers who arrive and leave your home. The closers can usually tell by their instincts who are the interested buyers.

Tip 58 - End buyers and professional buyers.

When you publish an ad for selling your house, and the price looks reasonable to the buyers that are out there, you will get end buyers. End buyers are buyers who are looking to buy a house to live in. On the other hand, professional buyers are those looking for homes to buy, for remodeling and reselling, or who want to buy the property because of the land. They include real estate brokers, and builders who resell the house after modification. If a professional buyer offers you a price for your house that will make you happy, then by all means, go with the professional buyer.

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These tips have served as your starter kit. You will now need to make a decision about whether you will apply any of these tips. As a first time seller, these 58 tips are your ammunition, your basic knowledge. And it is up to you, to use them to your advantage. After all, your property is a reflection of the long years of hard work, and savings you have put into it. Good luck!

Thank you for reading our e-Book!

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