



How to Get TOP DOLLAR in any Market!

The best chance for selling your property is within the first seven weeks. Studies show that the longer a property stays on the market, the less the seller will net. Below are 5 main factors to accomplishing this goal.

Pricing Factor

It is very important to price your property at a competitive market value right when you list it. The market is so competitive that even overpricing by a few thousand dollars could mean that your property will not sell.

It's interesting, but your first offer is usually your best offer. Here are reasons for pricing your property at market value right at the start to net you the most amount of money in the shortest amount of time. An overpriced home:

- Minimizes offers
- Lowers showings
- Limits financing
- Limits qualified buyers
- Lowers agent response
- Nets less for the seller

If you are not willing or able to list your home at current market value, you might be better off not putting it on the market at this time -- and waiting for the market to raise -- if it does.

Clean Factor

Most people are turned off by even the smallest amount of uncleanness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your home is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of any clutter now, so that your house will appear larger? Make more space. Odors must be eliminated especially if you have dogs, cats, or young children in diapers or if you are a smoker. You may not notice the smell -- but buyers do. Most agents have a difficult time communicating to their sellers about odor. But if we are employed to get the most amount of money for you, we must communicate this. Please don't take offense if your agent gives you feedback from potential buyers that includes odor problems

Access Factor

Top selling agents will not show your home if both the key and access are not readily available. The best way to show a house is to have a lockbox. When your home is being shown, please do the following:

- Keep all lights on
- Leave soft music playing
- Keep all drapes and shutters open
- Leave whenever possible

Paint & Carpet Factor

Paint is your best investment for getting a greater return on your money. Paint makes the whole house smell clean and fresh. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint.

If your carpet is worn, dirty, outdated, or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Don't think that a carpet allowance will help. Buyers ALWAYS have difficulty seeing past the old carpet and ALWAYS ask for more allowance than you are willing to give. Sometimes they simply buy elsewhere solely because of the carpet.

Front Yard Factor

Your front yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. This all adds to curb appeal. If a buyer doesn't like the outside, they may not stop to see the inside.

Take into account all these factors -- and start packing!!!



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