

5 Secrets to Successfully Selling Your Home

1. Get your home ready for sale.
Complete minor repairs throughout your home. And touch up worn paint. Buyers are easily put off by small things that detract from the overall impression of your home. Remove clutter from shelves, garages, and rooms. Minimize furnishings to make your rooms look larger. You are often better off storing some furniture away from your home during the selling phase. Also, depersonalize the home. While it is fine for you to have toothbrush and toothpaste on bathroom sinks, buyers are not interested. Put away most of those family items – especially photographs that crowd the walls. You want prospective Buyers to see this as their home - not yours.
2. Improve the curb appeal of your home.
A buyer is strongly influenced by the curb appeal of your home – before ever setting foot inside. Simple, relatively inexpensive steps can make your home more saleable. Tidy the front entry to your home. Keep hedges trimmed and fences and walls in good repair. Clear up debris and avoid leaving children's toys lying around. Keep lawns mowed, garden beds attractive, and trees trimmed. A coat of new paint on your front door will do wonders. Make sure your walls and siding are clean and in good repair.
3. Get comparative information *before* pricing your home.
What you paid for your property has little relevance to its current value. Get a REALTOR® to provide you with a custom comparative market analysis. This should contain information about recent sales, pending sales, and active listings of comparable properties in your area.
4. Price your home competitively.
Use the comparative market analysis provided by your REALTOR® to decide on a competitive price for your home. Remember that smart Buyers are also using a REALTOR® who is providing them with comparative market information. A house priced competitively will sell; an overpriced home will likely not.
5. Get a REALTOR® who will market your home professionally.
Your REALTOR® should be making life easy for you. They will give you advice on presenting your home, screen prospective buyers, spend time and money on advertising your home effectively, network with other REALTORS® and Brokers who may have a Buyer for your home. And your REALTOR® will guide you through the complex legal documentation associated with selling a home these days.

Here are 3 critical mistakes Sellers make ...

1. They believe that selling a home is easy and they don't need a REALTOR®
Selling a home is a complex process. There are disclosures required by law; dates that must be met in compliance with the law; negotiating rationally with prospective Buyers or their Agents; advertising the property effectively; ensuring that other Agents know about the property; and a host of other issues.

2. They are emotionally attached to their home and price it too high
A home may hold many memories for owners. Too often they remain emotionally attached to the home and are not logical or rational in looking at it from the Buyers perspective. They believe that their home is “better” than the others in the neighborhood. Sellers must also be emotionally prepared to sell their home.
3. They are not prepared to negotiate with potential Buyers
The buying and selling of a property is a process of negotiation. And in a negotiation both parties must feel that they have got the better deal out of the process. Since people have widely different interests and backgrounds it is essential for a Seller to be prepared to negotiate. A REALTOR® can help with rational, objective advice during the process.

To make your life easier and get your home sold I will

- Give you advice and tips on making your home more saleable
- Help you with objective advice on pricing your home – before you put it on the market and ongoing once your home on the market
- Negotiate with potential Buyers and their Agents
- Be there when you need to talk to someone
- And I will control open house and private showings of your home to minimize the inconvenience to you

Think about it – I could help sell your home today. I'd love to build a customized marketing plan to sell your property. Call me today and let me show you what I can do for you.



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