

## **SELL YOUR HOME QUICKLY**

For a quicker sale of your home; it isn't luck that will get it sold. In today's challenging market, there are a few things that must be done to get your home sold immediately. Follow the four simple "Tips" below and your home will be on the fast track to being sold!

### **1<sup>st</sup> Tip: GET YOUR HOME IN SHAPE!**

To make your home as appealing to a buyer, it has to be inviting. Many buyers don't want to put forth the effort or take the time to fix up a home. Get your home ready, preferably a move-in condition. This will surely speed up the process. If budget is a constraint, consider giving credits to buyers.

### **2<sup>nd</sup> Tip: DON'T OVER PRICE!**

The more competitive the asking price is, the quicker your home will sell. Pricing a tad below a competitive price may bring in multiple offers and most times you will get what you want. If you inflate the price of your home, it has a good chance of sitting on the market a lot longer than expected and may become a stale listing that buyers will think something is wrong.

Contact your Realtor to find out what homes in your neighborhood are selling for and compare your homes features. Have your Realtor provide to you a CMA (Comparative Market Analysis). Consideration will be taken for your homes special qualities and any improvements done that will add value to your home provided it is permitted.

### **3<sup>rd</sup> Tip: MARKET YOUR HOME RIGHT!**

Once you have your home in shape and a price in mind, the next step is to expose your property to its fullest potential. Your home can't sell quickly if people don't know it's for sale! Talk to your Realtor as to kinds of marketing and exposure your home will receive. Most agents will place an ad in the newspaper, have listing in MLS (Multiple Listing Service), hold Brokers and Open Houses, but a few forget to send out blast emails in-house or use their title company to send 'new listings' to hundreds of agents already on their distribution list.

Exposure: Our brokerage firm exposes listings to over hundreds of different websites including our company website, agent website, and personal websites to your property address such as Listing Promoter. Janine Chang uses QR codes. QR stands for "quick response". A QR code is a type of barcode that can be scanned by most smart phones using a QR Code reader application. Simply, you would take a photo of the QR code with your smartphone and instantly get specific information about a home. You will be able to view the property's profile and help Save the Trees of not printing to paper.

### **4<sup>th</sup> Tip: SELLER AND AGENT RELATIONSHIP**

Having all three "Tips" in order leads to the most important Tip. The 4<sup>th</sup> and final Tip is having full-time real estate professionals working for you. See the 'Top Notch' service Janine Chang and her team provides from their Eco-Friendly CMA Presentation to negotiations, market knowledge and knowledge of the Escrow Process. You will not be disappointed!