

Step 1: Reason for Selling?

It is often more emotional to sell a home than to buy a home, and the reason for selling your home may be a determining factor in the urgency of the sale. The urgency may also influence the price of the property. It is important to take the following factors that can affect the sale of your home into consideration:

- Reason for selling
- Price
- Location
- Condition of property
- Size
- Design
- Accessibility

Step 2: The Cost Of Selling

It is especially important to first calculate the expenses that may be incurred while selling your home. This knowledge is necessary because it helps you to determine a good price for the house, as well as the potential profit you could make. The cost of selling your home will include things like commission to be paid to the agents, taxes, possible repairs to get your home ready for the market and any payoffs or debt associated with the property.

Step 3: Price

The most important factor when putting your home on the market to sell is setting the right price. The price at which your property is marketed can make or break the deal. Over-pricing of the property may result in:

- A smaller buyers' pool
- A prolonged stay on the market that will result in lower offers being submitted
 - Property not appraising for the agreed contract price

Under-pricing of the property may result in:

- Losing money on your investment
- A buyer offering an even lower amount due to a negative perception of the property or area

Step 4: Location

Although you cannot do anything about the location of your property, it plays an important part in the marketability of your home. So, it is important to take the following into consideration:

- Is your property priced in relation to other offers in your area?
- What type of neighborhood is your property located in - well-established, up-and coming, transitional?
- Is your property located in an urban or rural area?

Step 5: Condition Of Your Property

The condition of your property is always a factor in how quickly your home sells. It's a fact: acquiring the highest market value and elevating your home above the others in the same price range often comes down to first impressions. Here are some inexpensive ways to maximize your home's curb appeal:

- Keep the grass cut and yard clutter to a minimum.
- Apply fresh paint to any wooden fences and your front door.
- Clean windows inside and out.
- Wash or paint your home's exterior.
- Ensure gutters and other exterior fashions are firmly attached.

Knowing what work has and has not been done to your home is important information to have in the buying process. While updates can increase your home value, damages can take money out of your pocket. Your main concern is the possibility of structural damage, which can come from water, shifting ground or poor construction. Check your crawlspace and inside plumbing and electric prior to putting your property on the market.

Step 6: Accessibility

Accessibility is a major issue in many parts of the world. Again, you cannot do anything about your home's accessibility to specific things, but it does play a role in the price of your property. We will work with you to highlight the places of interest that are most accessible to your home. Here are a few important areas to think about:

- Public transportation
- Shopping centers
- Schools and other educational institutions
- Outdoor areas – public pools, parks, playgrounds
- Entertainment
- Main roads

We have closed many properties over the years and have the experience needed to get the job done!

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