

How to Sell Your Home

A Step by Step Guide on
What Every Home Owner
Needs to Know



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INTRODUCTION

If you're planning on selling your home, this guide I'll give you some of the things you can expect using these short steps. We'll discuss the following to help you maximize your bottom line:

- Preparing your home and what to consider when getting it ready to put on the market
- Pricing your home and what incentives / assistance will you offer to buyers to help make the purchase
- Prepping your home for buyer tours
- Marketing your home
- Handling offers
- What to expect at closing

Let's go right into it!

Step One – Repairs, Clean Up and General Maintenance

As the saying goes, you only get one chance for a good first impression. Take a walk around your home and make notes of things that need repairing and painting. You'd be surprised how often I've seen buyers give a low ball offer because of dingy or peeling paint, dirty carpets, broken screens, leaky faucets... you get the picture. This often leads buyers and agents to wonder what else might not have been well taken care of like the heater and A/C.

You'll also want to make sure that you replace all the burnt out bulbs in every room, replace broken or worn fixtures, remove the clutter, clean out gutters, flower beds and leaves from the yard.

These are considered cosmetic repairs / general maintenance and are easy enough to manage, however you may need to hire a plumber, heating & cooling contractor or home repair company to handle roofing, railings and window repairs / replacement. Also note that if you have even bigger issues like mold, foundation issues, or leaky basements you'll want to consult with an expert to get some estimates for repairs as these issues will come up later and could cost you the deal and a severe reduction in the sales price. These items and issues are not to be taken lightly and could land you in legal trouble if the work is not done correctly or covered up and not done at all.

Of course you're not obligated to do any of the above and if that's the case you'll be selling a fixer upper and will have to sell for a lot less to get any buyer interest.

Step Two – Pricing Your Home

Pricing your home will be important to generate a lot of buyer interest when hitting the market. If you price it too high in hopes that you'll get an offer closer to what it's worth, you may end up having your home sitting on the market for a longer period of time; pricing it too low will cost you the chance to put more money in your pocket!

You'll want to get a comparative market analysis or CMA. In this report you'll get local sales data as well as current homes on the market that compare to yours and these are referred to as "comps". I can provide you with this report at no cost to you so that you can better understand what's going on within your market and how to best price your home for maximum profit. Buyers will want to negotiate so I'll provide you with some pricing strategies and incentives that you might want to consider to make it more appealing to the buyer and still get you the maximum sales price.

Step Three – Staging Your Home

Now that you've made repairs, spruced up the yard and made any cosmetic improvements you're ready to stage the home!

You'll want to remove any visible and closet clutter from your home. This means going room by room and cleaning out unwanted items and broken / dirty furniture. When I say de-clutter I mean getting things out of sight and that doesn't mean stuffing them in closets or tossing them down the basement. Now would be a good time to decide what you're taking with you when you move and what you're going to part with; a good idea is to have a yard sale and at the end of the yard sale you can donate all of the unsold items to charity. Alternatively, you can invite friends and family over for a chance to check out those items you no longer want and give them away. At least you'll know they went to a good home!

You will also want to depersonalize your home; this means taking down personal family pictures as well as packing that creepy ceramic clown collection along with the framed clown portraits. Don't forget to take all of the magnets and kids drawings from the fridge too. Most importantly make sure to secure all valuables. You will want to pack all of these items neatly away and perhaps store them on a pallet in the basement or garage unless you want to spring for a storage unit.

As much as possible, you'll want any buyers touring the home to be able to see themselves living in the home as well as envisioning what they could do with the home once they move in.

Additional things to consider:

- Consider some nice seasonal decor near the entry or kitchen area
- Keep blinds and curtains open to allow natural light in
- Make sure all rooms are neat and clean and that beds are made
- Keep carpets vacuumed and floors clean
- Keep trash can in the home empty
- Keep bathrooms and kitchens clean
- Avoid heavy food smells when you know a showing is scheduled
- Keep pets safe and distance them from potential buyers
- Once again, secure all valuables

Step Four – Marketing Your Home

Buyers will more than likely come across your home for sale using one of the many online home search portals available to them as well as mobile apps, and yard signs. When checking out your home online, buyers will be looking for lots of pictures, video tours and detailed information about your home.

I can further assist you in getting more people to see your home using Social Media Marketing, video marketing and geo targeting advertising. I don't advocate utilizing four hour Sunday open houses and have two special strategies that would be more affective and still fall into the category of an open house. Of course, buyers do look for certain areas around town that are more desirable than others and you want that information showcased as well!

Step Five – Getting an Offer

If everything has gone well you should receive an "offer to purchase". The offer to purchase will outline:

- The offered sales price or purchase price
- Good faith deposit
- Down payment
- Seller financial concessions aka cash assistance
- Items included / excluded
- Seller maximum caps for repairs and remediation
- Mortgage commitment deadline
- Settlement and possession date
- Additional terms and conditions

Once you receive the offer and review it with your listing agent you'll accept, counter or reject the offer. Should you counter the offer you will begin the process of negotiating until both parties agree on the final offer to purchase price. Once the terms of agreement are made a sales contract will be drawn, reviewed and signed by all parties.

Step 6 – Closing

Once the sales contract is signed and all required items for completing the sale are processed a settlement date will be confirmed as per the sales contract.

Note that there are many intricacies to the sale of the home and the following contingencies on behalf of the buyer or seller may be required and completed in order to consummate the final sale:

- Appraisal / FHA inspection
- Home inspection
- Survey
- Termite inspection
- If required... Septic & Well Certifications
- Buyer mortgage commitment deadline
- Title Search that guarantees no one has any claims against the title of the property
- Title insurance
- Final walk through

In Conclusion

Of course, there are many more aspects to selling your home and things that could come up that would require a seller to have someone on their side to assist and refer to the right professionals as needed. It is also important to have someone who can remain neutral during the sale of your home and not have emotions or attachments cloud sound judgement and hinder the ultimate goal of selling your home.

Thanks for taking the time to request and reading this guide; I encourage you to send me an email, give me a call or at the least send me a text message so that I can further assist you and answer any questions you might have.

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