

Tips for Selling Homes Quickly

There is a lot of competition for sellers in 2008, so to sell your home, you must be one of the best deals in your area. Here are some tips to remember:

1. **Think like Buyers.** Go into homes for sale to see what the competition is doing, and which home you would buy if you were a buyer. You'll learn a lot.

2. **Staging is critical.** Use the 3 "C's to have your home Q-tip **clean, clutter-free**, and in **neutral colors** which tend to make spaces look larger. When you want to sell, box up things you can live without so your home appears more spacious, and buyers have less to "look through" to imagine their belongings in your space. Other improvements are to remove old curtains and hang up wood blinds, remove family photos and personal knick knacks, and using higher watt light bulbs. Decorate home with fresh flowers and a wonderful scent using candles or homemade cookies or bread.

Kitchen: Remove as many things as possible off counter tops, including small appliances. Remove magnets and other items from fridge. Place fresh towels.

Bathrooms: Remove toiletries from counters, and hang new shower curtain and towels.

Bedrooms: If you have a king size bed that takes up most of the space, replace it with a smaller bed to make the room appear larger. Make sure bedspreads and comforters are clean. Box up some clothes to make the closet appear organized and spacious.

3. **Curb Appeal:** Paint front door & trim if needed & trim shrubs. Keep yard in manicured state.

4. **Price is Critical.** Price your home aggressively and competitively to sell it in a competitive market. Don't overprice since that will only serve to sell everyone else's homes. If you price it a bit under other homes you will sell, while others will continue to market, spending time and money in payments.

5. **Incentives.** Consider paying buyers' closing costs, moving costs, HOA fees, taxes, or an interest rate buy-down. With lots of inventory buyers expect more. If they don't get that from you they will buy one of the other available properties with better "add ons."

6. **Improvements to property must make sense.** If there are items that are not working or are very dated, sellers will need to update, fix or lower price to get things sold. Buyers prefer to buy homes in tip top shape, ready to move in. Remember, Utah's Real Estate Purchase Contract states your home will be in good working order unless that portion, Section 10.2 of the contract, is excluded. If sellers remove 10.2, buyers expect a very reduced sales price.