



# How to Get *Top Dollar* for Your Home in *Any Economy*

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*I*f you've been thinking about selling your home in today's rough housing market, you may have thought twice. But even in these challenging times, you can still get top dollar if you take the time to follow these steps:

## 1. Price it right—right from the start.

Believe it or not, your first offer is usually your best offer. Do not overprice, thinking you can come down later. An overpriced home becomes nothing but a headache for a seller. It produces few offers, leaves many potential buyers behind, and nets less for the seller.

80% of marketing a property is done when you decide the listing price. The key is knowledge of where the market (including your exact neighborhood) is in terms of price. If you are unwilling to list at current market value for your area, then you would be better off to not list your home at all and wait for prices to rise to your level again. (But who knows how long that will take?)

## 2. Clean!

Most sellers do not adequately clean their listed property. The truth is that if your house is squeaky clean, you will be able to sell it faster. And you could even net hundreds of dollars (even thousands) more—just for a little elbow grease.

Odors are a serious problem because many homeowners aren't aware of them. Over the years, they have grown accustomed to pet, smoke, and mildew odors. If your real estate agent confronts you about odor problems, don't take offense. Just do what you need to do to

get that smell out before the first potential buyer visits.

## 3. Paint and install new carpets.

Nothing gets a greater return on investment than paint. Fresh new paint makes a house smell clean and neat. Chipped paint, exposed wood, or faded colors can be the deciding impression that causes a potential buyer to pass.

If your carpet is worn, dirty, outdated, or an unusual color, then you should probably replace it. Don't assume that buyers want to replace it themselves. They don't.


## 4. Give your front yard a makeover.

Your front yard is the first thing a potential buyer sees. It immediately reflects the inside condition of your home. If a person has a messy front yard, you can bet the interior is messy and unkempt too.

Make certain that all trees are trimmed so the house can be seen from the street. Mow the grass. Trim the bushes. Edge the flower beds. Sweep the walkways. Clean away debris. Remove parked cars.

All this adds to curb appeal, which is extremely important—especially for people driving by. If a buyer doesn't like the outside, they may not stop to see the inside.

For more tips on selling your home for top dollar in today's economy, give me a call at (360) 620-2690 or send an email to [mollyells@windermere.com](mailto:mollyells@windermere.com). Find out the secret to selling fast in your neighborhood.

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Excelling in the Impossible* <sup>®</sup>



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