

Invaluable Selling Resources

Placing your home on the market can be a stressful and difficult decision. However, with the help of research tools and the advice from professionals in the industry, the process can be much easier.

Don't take the journey alone; remember to take advantage of these resources.

APPRAISER

Enlisting the help of an appraiser is a great advantage if you are unsure what your home is worth. They have the expertise to give you a general idea of the price point you can expect to list a structure.

A few things an appraiser will consider during evaluation is comparable sales, tax records and multiple listing service data. While the final asking price may be slightly different than their original estimate, a rough idea of where you stand is valuable before going to market.

INSPECTOR

Hiring an inspector is a common part of the home-buying process, especially for buyers. Did you know you can gain an advantage by hiring one of your own before you put your house up for sale?

If you're still in the stage of testing the waters before selling your home, an inspector is a helpful expert to hire. You'll



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gain an awesome perspective of problem points in the structure that demand a correction.

Making these improvements before potential buyers visit the property helps make the sale more appealing. It will also streamline the sale pro-

cess as most banks and lenders will require an inspection before closing.

REAL ESTATE AGENT

The most priceless resource during the journey of listing a home is a professional real estate agent. He can help pin-

point your asking price to ensure you receive top dollar for your property.

An expert is familiar with the neighborhood and will use comparable sales to your advantage.

An agent's familiarity with the market condition is

another great tool she can use to entice buyers into purchasing your property.

Real estate agents also are beneficial as they have a large network of prospective buyers and network with other agents who are already searching for homes for their clients.

Selling your home on your own has the advantage of saving a little money, but the expertise and knowledge you gain from a professional lessens the stress that comes with making a sale. An agent's ability to negotiate and work with other agents is a one of his most valuable resources.

PROFESSIONAL STAGER

To make your home stand out at an open house or viewing, guiding the prospective buyers with visual aids is an easy way to make your property feel more comfortable.

A professional stager knows which buttons to push when decorating and creating an attractive living space. This gives homebuyers a way to picture how a home will perform during their daily lives.

ADVERTISING

Don't forget to check print and online ads in your area for similar homes being sold. Keep track of what catches your eye and attempt to bring that same energy to your listing.



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REAL ESTATE 101



Staged to Sell

Having your home staged for selling has more than just intangible value. It can actually help your home move quicker and for a higher price. Sixty-two percent of sellers' agents say that staging a home decreases the amount of time a home spends on the market, according to the National Association of Realtors' 2017 Profile of Home Staging. According to NAR, 77 percent of buyers' agents said staging a home makes it easier for buyers to visualize the property as their future home, and 40 percent are more willing to walk through a staged home they first saw online. The highest share of buyers' agents, 31 percent, reported that staging a home increases its dollar value by 1 to 5 percent.

HOMESWISE GLOSSARY

Marketable title: Escrow: An item of value, money, or documents deposited with a third party to be delivered upon the fulfillment of a condition. closing of a sale of real estate.
SOURCE: Federal Trade Commission

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