



12

**ESSENTIAL TIPS
WHEN SELLING
YOUR HOME**



**THE HARTSINK
TEAM**

Guiding you home with confidence



Selling your home doesn't have to be stressful or intimidating!

Follow these 12 tips and enjoy a stress-free experience from the moment you put up that For Sale sign!

LET'S START WITH FOUR DON'TS

Here are four things NOT TO do when you put your home up for sale:

1. DON'T LET EMOTIONS RULE

Maybe you've lived in your house for 25 years and raised your kids there. Maybe you're moving for a reason that's inherently emotional or difficult.

Maybe you just feel the heightened stress of selling a home.

Find a way to keep your emotions in balance during this period to allow your logical brain to make the big decisions. Things like breathing exercises can be helpful when you feel yourself falling out of balance.

2. DON'T SET AN UNREALISTIC PRICE

Pricing your home is one of the first, and most important, decisions you'll make when listing your home for sale. If you get too caught up in the "what ifs" you may set your sights too high and set an unrealistic price. This will mean your home sits on the market longer and can cost more money in the long-run.



3. DON'T HIDE MAJOR PROBLEMS

A good home inspector will find out all of the issues with your home anyway. Not being forthcoming about known issues will slow the whole process down. You don't want to have an offer on the table that doesn't work out because you've failed to disclose something or because an inspection uncovered something huge.

4. DON'T WAIT UNTIL THE LAST MINUTE

There are numerous documents you'll need to have in hand before you can list and sell your home. Don't wait until the last minute to get your ducks in a row. Everything will go faster and smoother if you begin your preparation and plans well in advance.

HERE ARE SOME DOS

These few things will position your listing better and attract more qualified buyers:

5. DO FILM VIDEO WALK-THROUGHS

Just like everything else, house shopping starts online. Your home will get more views and interaction if you have video walk-throughs. Most Realtors have photographers and videographers on hand who specialize in Real Estate. These are compelling and add value to your listing.

6. DO MAKE MINOR REPAIRS

While you may have learned to live with squeaky hinges or broken railings, homebuyers will be turned off by these things. It's a lot cheaper to fix them yourself than to have negotiations drag on and on over small issues that could have been taken care of in advance.



7. DO MAKE COSMETIC IMPROVEMENTS

Potential buyers will be the first to notice worn-out carpeting and scuffed walls. A little bit of paint, a deep carpet cleaning, and a pressure wash on the driveway, can all go a long way to giving your home a quick facelift.

8. DO STAGE YOUR HOME

Now that many buyers are checking you out virtually, it's even more important that your home looks bright, light, and modern. Professional stagers use furniture and accessories to show your home in it's best light.

The last four mistakes many people make have to do with buyers and the buying process.

WATCH OUT FOR THESE THINGS:

9. BE CAREFUL ABOUT NEGOTIATIONS

There are good ways to negotiate—and poor ones. Sit down with your real estate agent early in the process and determine your absolute bottom-line selling price, and outline anything you are or are not willing to negotiate with a potential buyer about.

10. BE CAREFUL ABOUT WHEN YOU SELL

It's common knowledge that certain times of year are better for home sales than others. This may even extend to when online listings go live and when you alert the community.



11. BE CAREFUL ABOUT BUYER QUALIFICATIONS

Unqualified buyers can be a huge waste of time during the offer process. Be cautious of offers dependent on financial conditions from buyers who don't have pre-approvals in place.

12. BE CAREFUL ABOUT DELAYS

Any number of things can derail your home sale. It's super important that you don't make impulsive decisions that could set you back several weeks. When in doubt, ask your Realtor!

One of the biggest mistakes you can make is to NOT hire a Real Estate agent.

Your home is your biggest investment, so hire professionals who will look out for your best interests!

Ready to get the ball rolling?

Let's chat!

905-873-9944

info@lisahartsink.com





JUST IN CASE YOU ARE LOOKING FOR MORE GREAT TIPS.....

Tip 1

Find a great real estate agent!

This can make or break your selling process. Find an agent that understands your area, your needs and has proven experience selling!

Tip 2

Get a home valuation!

We know that Zillow may have already estimated this for you, but make sure you get a proven and detailed home valuation based on comparable prices in your area!

Tip 3

Declutter & depersonalize!

You may love your orange pillows, but potential buyers may not. Make sure your space is clutter free and welcoming for potential showings!

Tip 4

Consider curb appeal!

Have some time before you are selling? Make sure you pay extra attention to curb appeal. This is the first thing that buyers will see when they open your listing so make a good first impression!

Tip 5

Fix the small stuff.

That wiggly handle may not have phased you for years, but it may be a make or break situation between you and a higher selling value! Try to dedicate some time to fixing the small stuff before you list.

Tip 6

Make it sparkle!

A clean home is a welcoming home. Make sure you give your home a good deep clean before you list, you don't want dirt to hold you back from a higher selling price!

Tip 7

Backyard or bust!

Have a backyard space? Don't neglect it! Make sure you have proper landscaping and maintenance so that buyers can picture themselves in their future backyard!