



5 TRUTHS NO ONE TELLS YOU ABOUT SELLING YOUR HOME

1 You may need to rent a storage unit

You always hear that a blank slate is key so a buyer can paint their own picture. But where do you put all your personal photos? Keepsakes? Extra furniture? And that collection of teapots? Any extra knickknacks should be tucked away in a storage unit or the garage to minimize the distractions as a buyer walks through a showing of your home.

2 You may need to show on a moments notice

We understand life happens and cancellations may occur, but it's important to prioritize opening your home to buyers interested in being the next ones to enjoy it. You should make clean up as simple and quick as possible. Fewer items in the homes mean less to tidy up when the time comes. Prep yourselves for a tour every time you leave the house.

3 You may need to get creative

In a seller's market, you may think you have the complete upper hand, but buyers still want what they're looking for. If your home requires upgrades, modifications, or additions to meet their dream vision, they will look to negotiate. You may need to sweeten the deal to seal the close by covering closing costs, inspections, buying a home warranty, offering appliances, or other suggested strategies from your realtor. Communicate with your realtor what is negotiable and non-negotiable upfront.

4 You may need a professional photographer

A picture is worth a thousand words. Or is it dollars? Your home's first impression will most likely be online. Great photos with proper home staging that feature all the wonderful things about your home are more important than ever. Showcasing your home well will draw in curious buyers and more eyes to your home.

5 You may need to price lower than you think

We know you love your home and value it highly, but that doesn't always translate in numbers for the market price. The first two weeks your home hits the market is crucial. A great agent will advise your "sweet spot" price and advertise your home well during this "Just Listed" period. Eager buyers will jump at the value for the price and try to be the first ones to see it and seize the opportunity.

For more on what to expect when selling your home listen to Episode 9: Can I Sell My Home In As-In Condition? on Lori Alvarez's Real Estate With Soul, The Podcast.