

Getting Ready to Sell Your Home and What You Need to Know



Repairs

Once you have decided to sell, but before you list with your Realtor fix any small problems or routine wear and tear. The bigger stuff like HVAC, roof, water heater need to be listed on your Seller's Property Disclosure. If your larger systems are aging out, this could be a red flag for Buyers, discuss options with your Realtor. A good idea is to do a pre Sellers inspection and then chat with your Realtor on what makes sense to repair/replace prior to listing.

Capital Gains Tax

Have you owned your home longer than two years. If your home is your primary residence you must live in it for two years to not pay Capital Gains Tax unless your profit exceeds \$250,000 for a single person or \$500,000 for a couple.

Mortgage Payoff

Reach out to your lender and get your mortgage payoff, this is essential in understanding your sale proceeds.

Set a Competitive Price

Your Realtor will gather information on recently sold comparables in your market. Look at homes that are similar to yours in age, style and location. Once comps have been analyzed your Realtor will determine an educated list price. It is very important not to over price your property. Keep in mind your Realtor will want to address the next step and what you will be doing to maximize your list price and time on the market.

Stage your home and do things to make it look it's best for showings and photos.

Focus on your home's marketability-Your Listing agent/Realtor will help you. Boxing up personal items and family photos allows buyers to envision themselves in the home. Store extra pieces of furniture and clutter to allow the home to look larger. Painting, changing out light fixtures and if vacant, have your Realtor refer you to a staging company to make sure you maximize your value to get your best price. Don't forget your landscaping, first impressions and curb appeal are the number one most important part of listing your home!

Your agent can walk you through the process of showings...the more the house is able to be shown according to your schedule..the more people see it! When all is done, they will have it professionally photographed.

Market-Market-Market!

Your house can have a sign installed, your home will be placed on all listing services, you can have open houses, agent caravans, virtual tours, marketing material, a strong online presence through the website, as well as, print material (flyers, online newsletters and regular advertise on different medium) Also...we will pay for advertising on all social media sites for maximum exposure and anything else! Your agent will have the expertise to advise you to do to whats necessary to get your home listed and shown!

Prepare to Negotiate

This is where a good Realtor and experience matters. There are many items to negotiate from sales price, closing day, seller paid concessions or repairs once you are under contract.

Make Preparations for Closing Day and Moving

Expect the buyer to walk through the day of closing. Unless other arrangements have been made, you should be completely moved out of the property and ready to turn over to the new owners. The contract states the home needs to be purchased in the same condition it was in when the offer was written. Don't forget to turn off all utilities and services specific to your property. Don't forget to apply and discuss any exemptions possible for your purchase with your agent and attorney (Homestead, beltline overlays etc.)! Leaving water on for 3 business days is a common courtesy for buyers...and definitely don't forget to change your mailing address!