

SELLING YOUR HOME MAY SEEM OVERWHELMING

LET US HELP MAKE YOUR TRANSITION EASIER WITH ADVICE FROM REAL ESTATE EXPERTS



Did you know that, according to NAR (National Association of Realtors), over 90% of homes are first discovered by buyers online – and the first impression made online is created by pictures?

Below are some stats and tips to help you prepare and sell your home quickly for top dollar.

✓ 1 TO STAGE OR NOT TO STAGE

- 83% of the buyer's agents said staging a dwelling with modern furnishings and removing personal items makes it easier for buyers to imagine the home as their own.¹
- Staged homes sell 73% faster on average and for up to 10% more.²
- Every inch counts. 20-30% of your closet should be wide open space and organized to attract buyers.³

★ TIP ★

Ask your real estate agent if he or she offers staging services or can refer a professional stager.

✓ 2 CURB APPEAL MATTERS

- Standard lawn care service is the number one project that appeals to buyers and is estimated to return 267% of the cost.⁴
- Landscaping can increase the resale value of a property by as much as 14% and increase the sale by as much as six weeks.⁵

★ TIP ★

Stage your yard to make a great first impression. Remove landscape ornaments and keep the driveway clear.

✓ 3 TO STAY OR NOT TO STAY

- Real estate agents will often take the path of least resistance, so the chances they will show a vacant home is more likely without the hassle of making an appointment.⁶
- When the home is vacant, a homeowner is not under continual pressure to keep it in show ready condition and interrupted at inopportune times for showings.⁶
- Only 10% of homeowners keep a house as clean as it needs to be when showing it to potential homebuyers.⁷

★ TIP ★

Visit www.nasmm.org to find a downsizing expert that specializes in working with older adults.


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Sources:

1. NAR (National Association of Realtors)/Realtor.com
2. Real Estate Staging Association & NAR
3. Homelight.com

4. NAR's 2018 Remodeling Impact Report
5. Study conducted by The Florida Nursery Growers and Landscape Association

6. TheBalance.com
7. Association of Residential Cleaning Services International (ARCSI)

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CHECKLIST FOR SELLING YOUR HOME

✓ DO YOUR RESEARCH

- Play the agent field – interview real estate agents and choose one who knows your market
- Make sure the price is right – avoid overpricing, which can lead to a stale listing
- Have a plan in place – secure your new home to ensure your desired choice and move early if possible to expedite sale

✓ PREPARE YOUR HOME

- The first impression is the only impression
- Clear away clutter
- Arrange furniture and remove large pieces so each room looks larger
- Reduce contents in your closets by half or empty them completely
- Make simple repairs
- Clean carpets so they look and smell fresh
- Take the home out of the house – remove personal items like family photos and mementos
- Light it up – if you don't have natural light keep the lights on and replace old light bulbs
- Clean the whole house including windows to let in the light
- Make sure your front door and landscaping is inviting
- Freshen up your rooms with a new coat of neutral paint
- Update light fixtures
- Do away with critters – get a pest service if needed
- Don't over upgrade
- Kitchen comes first – make sure the space is decluttered, organized and smells good

✓ SHOW YOUR HOME

- Have professional photos taken – through your real estate agent or a professional photographer
- ALWAYS be ready to show – buyers want to view homes on their schedule which could mean evenings and weekends
- Arrange a place for you and your pets to go during showings – this could be a friend or family member's house

✓ SELL YOUR HOME!

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