

## HOW TO MEET YOUR HOME-SELLING GOALS

Whether you're selling your home for the first time or the fifth, your goals stay the same: Attract buyers and secure a good sales price. Take these simple steps to reach your home-selling goals.

### PRICE IT RIGHT

A REALTOR® can access reliable market data to help you determine the right price for your home. And when your home is priced properly for the market, you will get more interest from buyers. A home priced too low for the market may mean a quicker sale, but it also means you'll be missing out on extra cash. Finding the sales price sweet spot is how you'll meet your goals.

### MAKE IT LOOK NICE

You might be surprised at how many sellers don't de-clutter or make basic repairs before listing their home. Even in a seller's market, buyers won't make it past your listing photos if they are less appealing than others. Simple changes—like potted plants on the porch and a new coat of paint for the front door—can help make your home more marketable. Talk to your REALTOR® about what appeals to buyers in your market.

### BE FLEXIBLE ABOUT SHOWINGS

A REALTOR® will try to accommodate your schedule, but you should be realistic about having potential buyers see your home. Weekend and evening showings are helpful for prospects with a 9-to-5 job. And if your area attracts people relocating, they might only be in town for a few days with a compressed schedule. Most important: Give buyers space. It's hard to get a feel for a property when an anxious seller is following you around during a showing. Your REALTOR® can help you meet buyers' showing expectations.



A REALTOR® can help you market your home effectively to attract buyers and secure a good sales price.