

Little Known Tricks to Sell Your Property *Fast!*



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Introduction

In this report, you will find tried and true ways to sell your home quickly, along with little known tricks (you'll find them underlined) to give you an edge over the competition.

Whether you are trying to sell on your own or through a real estate agency, understanding how your property should be marketed to the most number of buyers will put you in control of the process. Having confidence that you understand what needs to be done will help you choose the right people to help you get your property sold.

Real estate is complicated. But you don't have to get a real estate license in order to understand it. This report will give you the basic understanding of the right questions to ask as well as insight into how buyers think.

Understanding and controlling the process is the first step in making sure your property gets sold in the shortest period of time.

You will also learn how to avoid the traps sellers get into that keep them from selling quickly.

These tips come from years of real estate experience. Keep an open mind and read this report several times, if you need to. Follow these tips and you will sell!

How to Sell Your Property Fast!

I. Understanding How to Price Your Property.

It is imperative to view your property as a product to be sold, and not as your beloved home. You must take the emotion out of selling your property, only then will you be able to look at its market value realistically and price it to sell. The only way to take the emotion out of selling your property is to keep your eye on the future. Focus on the benefits of the sale. Benefits can include:

- A larger place for your family to grow
- Downsizing to a smaller place
- More money in your pocket
- Less debt
- Less maintenance
- Moving closer to work, less commute time
- A better quality of life
- Avoiding foreclosure

There are always benefits to selling a property, even if you need to sell and don't necessarily want to sell. Whatever the benefits are to you, keep your mind focused on the benefits and envision your property selling quickly so you can move on. Holding on to the emotion of the past will keep you from moving forward.

1) ***Pricing Your Property to Sell.*** If homes in your neighborhood are selling for \$200,000, it is best to price your home no more than 10 percent higher than market value. So \$220,000 or \$219,900 would be the highest you should go. To sell quicker, set the price within 5% of the market, so \$210, 000 or \$215,000 will send the message to buyers you are serious about selling.

2) ***How to Sell in 30 Days or Less.*** Slash the price! There are many websites on the Internet where you can see what similar properties in your neighborhood are selling for; Zillow.com is one of the best. You can also

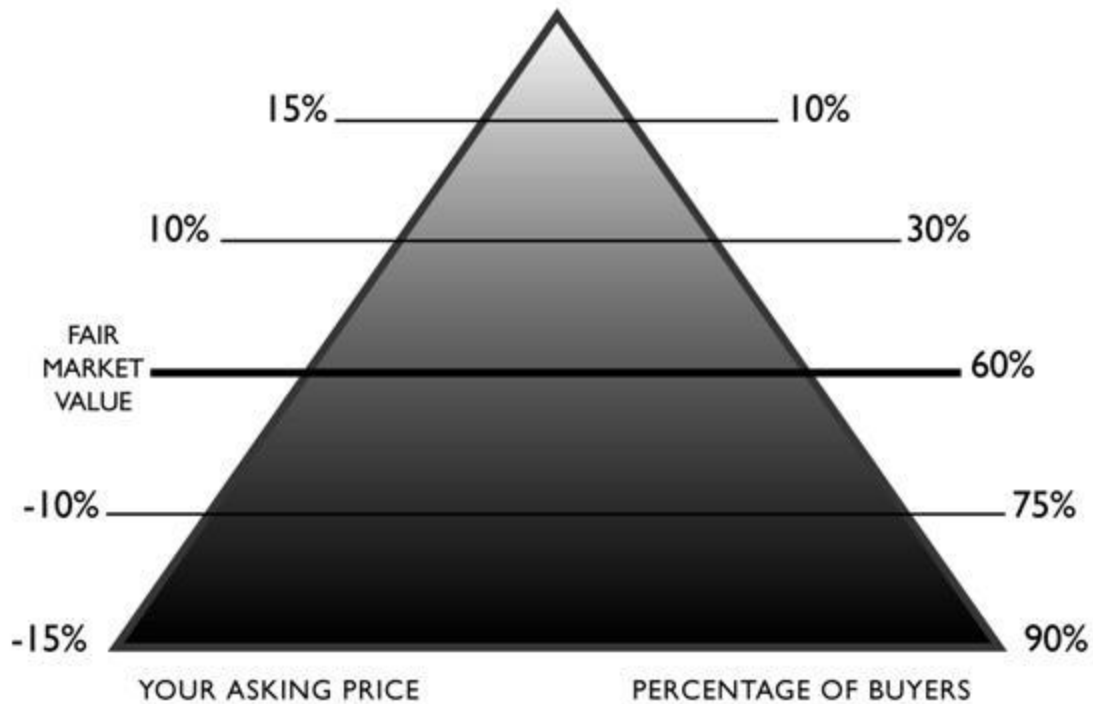
contact a local Realtor and request a free market analysis. Once you know the area market price, price your property at or 10% below market value. We recently went from an extreme buyer's market to an extreme seller's market in South Florida. The reason: More buyers than there are properties available for sale. Buyers want a bargain and gravitate toward properties that are the least expensive, but still provide a good value for the money. If yours can be both, it will sell in no time at all. When Buyers realize you are priced at or below market, you can actually get people fighting over it and end up selling for a more than you list it for.

- 3) ***What to Avoid:*** Do not price your home way above market value with the idea of cutting your price a little at a time. The longer a property is on the market, not only will appraisers reduce the value based on “time on the market”, but it sends a red flag to buyers and local real estate agents who may avoid seeing it all together.

Below is a graphic image that shows the percentage of buyers that are likely to view your property in relation to how you price your property.

THE TRIANGLE

ASKING PRICE VS. PERCENTAGE OF BUYERS THAT VIEW THE PROPERTY



As you can see, the higher you price your property above “fair market value” the fewer buyers will see it. Even if a buyer is interested, they are likely to think there must be something wrong with the property because it will have been on the market longer. The longer it is on the market, the more buyers will assume a lot of people must have seen it and rejected it. Even if a buyer loves it, they are likely to avoid making an offer to keep from “offending the seller” with an offer so much lower than the asking price, expecting their offer will be rejected.

II. Preparing Your Property to Sell

Understanding market value is critical; however, you must prepare your property to be attractive to buyers in order to get the best price. Here are the main areas you need to carefully scrutinize before you put your property on the market:

- **Curb Appeal**
- **Cleanliness**

- **Clutter**
- **Repairs**
- **Lingering Odors**

Always keep this in mind, buyers don't want to see *your* house; they want to see *their* future home. The best way to “see” your house like a buyer is to take pictures and study them. When sellers look at their home through pictures it changes their perspective, making it easier to see what a buyer would see. Using a digital camera is the easiest way to see pictures of your property. If you don't have a digital camera, rent or borrow one with a wide-angle lens. Then look at the pictures on your computer. You'll be amazed at how pictures will give you a different perspective of your property. Lots of good photos on a sunny day make your home look larger and brighter.

- 1) ***Curb Appeal:*** Would you try to sell your car if it was covered in mud? No, you would wash it first. Trying to sell your house when the bushes are overgrown, or the front yard looks like a used car lot will turn buyers away. The best rule of thumb is to keep your bushes neatly trimmed and not blocking the view of the entryway to the front door. Less is more. There should not be anything in the yard but landscaping. Any personal items; such as, a sign saying “The Smiths Live Here” should be packed away. The property should look clean and inviting.
- 2) ***Cleanliness:*** After years in this business, it still surprises me when a seller does not realize they need to keep a very clean house if they want to sell it. The floor is the first thing a buyer sees. Get the carpets cleaned along with the tile grout and keep them vacuumed and free from dirt. Keep furniture dust free. If the couch or chairs are dirty, even though the buyer is not buying your furniture, get them cleaned or cover them. Dirty furniture sends the message “the house is dirty”. The kitchen is another critical area. Don't leave food or dishes out and keep everything in its place. Keep the kitchen sink and appliances clean, shiny (if applicable) and spot free. Wash dirty walls or touch

up the paint. Repaint in light neutral colors, if you have dark colored walls. You want the house to be as light and bright as possible.

- 3) **Clutter:** Have you ever been in a model home? What do you see? Simple furnishings, a lot of wall and floor space and little to nothing cluttering the tops of furniture or kitchen and bath counter tops. If you can make your home look like a model home, you will sell it quicker.

The reality is your charming mementos and bric-a-brac is distracting to a buyer. They will end up seeing your things, instead of their future home. It's like visual noise. Too many pieces of furniture, too many pictures or knick-knacks cloud their view and keep them from picturing themselves in the house. If the buyer can't picture themselves in the house, they will not buy it. There are tons of videos on YouTube about staging your home. Take some time to do some research and get ideas. You can hire a professional stager or, if your property is vacant, you can have your property [virtually staged](#) on the Internet and have your agent link your listing to it. Good real estate agents can help you with staging your property as well.

Find a temporary home for all of your cherished possessions and let the house speak for itself. Have a garage sale to sell the things you no longer use. Rent a storage unit if you have to or borrow some space in a friend or family member's garage for the rest of your items. Remember, you want to show as much floor and wall space as possible.

- 4) **Repairs:** Can you imagine offering someone top dollar for their property if you know there are a lot of repairs needed? I know I wouldn't do it. Repairs give buyers ammunition to negotiate a lower price. Most buyers cannot overlook even the simplest of repairs. Here is an example of some repairs that can easily be fixed and should be fixed:

- **Peeling paint**
- **Broken window(s)**

- **Sticky sliding glass doors**
- **Faulty door and cabinet hinges**
- **Broken or cracked tile**
- **Warped floor boards**
- **Missing or broken closet doors**
- **Torn blinds or curtains**
- **Torn or missing window screens**
- **Holes in the walls**
- **Stains in the toilet, bath tub or sink**

I'm sure you get the picture. Minor repairs are relatively easy to do and can help maintain your property's value. If anything is ripped, torn, broken or sticks, get it fixed. If your property needs major repairs and you cannot afford them, you will need to keep that in mind when pricing your property.

5) ***Lingering Odors:*** Of all the senses, our sense of smell is the one we remember most. Nothing will turn a buyer off quicker than a bad odor in the house. Here are the top offenders:

- **Cigarette/Cigar Smoke**
- **Cooking Odors, the worst are Fish or curry**
- **Pet odors**
- **Mold/Mildew**

The opposite is also true. Buyers will remember a property that had a good scent without realizing it. That's why you've heard about baking cookies before a showing. There is a subliminal message of comfort and warmth from the scent of home made cookies.

You don't have to bake a million cookies to sell your house. A builder ran some unscientific tests of different scented plug-ins in his model homes. He found buyers loved and remembered the scent of the plug-in Hawaiian Breeze. It is certainly worth a try. And of course you can use scented candles. Candles would

not be my first choice because some people, when they see candles burning, immediately think you are trying to mask an odor.

Once you have prepared your property for sale, it is time to market it.

III. Marketing Your Property

Marketing is just as important to selling your property as setting the right price. Because we are in a buyer's market, buyers are in control. They have the luxury of picking and choosing the best properties on the market for the best price. The best way to get your property in front of the largest number of buyers possible is to price it right and present it on the Internet. Most buyers today start their search online.

- 1) ***Should You Use a Real Estate Agent?*** While it is possible to market your property on your own, unless you are a born salesman and an expert online marketer, it is better in this environment to use a good real estate agent.

Because most buyers start their search online, a good real estate agent will lay out a marketing plan that will put your property on the local Multiple Listing Service, Realtor.com and a variety of real estate websites as well as their own website. In addition, they should know where buyers are coming from that buy in your neighborhood and have a plan to announce your home to them.

If you want to sell fast, it is a mistake to reduce the real estate commission. When an agent searches for property for their buyers, they look first for the area and price and second at the commission percentage. Most agents will not even show reduced commission properties. To sell fast, offer incentives to agents. Incentives can include a bonus if they sell at full price.

Tip: Real Estate Agents work for money. Whenever a seller tells me they need to sell quickly, I recommend they offer an incentive or bonus to the agents. One seller offered 8% commission only if their

home sold for full price and terms otherwise it dropped to 6%. The agents came out of the woodwork, beating a path to the door. The property sold for full price in less than a week.

In today's market, many sellers feel they can't sell because they owe more than the property is worth. As a result, fewer homes are being offered for sale. Real estate agents are finding many sellers are unwilling to price their home for a quick sale. That means agents are working harder and getting paid less, if at all. Remember, an agent doesn't get paid unless your home sells. Does it make sense to expect an agent to work harder for less money?

- 2) ***Showing the Property Yourself:*** Whether you are selling on your own or through a real estate agent, you want to make your property available to show to buyers as often as possible. Too many restrictions on when you will show the property will eliminate some buyers from seeing it. If you are rarely home, you may want to get a friend or family member to show for you.

When showing your own property, be careful not to brag about the work you have done or what you love about the property. Buyers are trying to picture themselves living there. Keep your phrasing simple. For example, "A new air conditioner was installed this week" versus "My buddy and I just installed the new air conditioner last week". If buyers see or hear too much of you in your property, it will keep them from envisioning it as their home. Simply point out the less obvious features like new roof, new a/c, updated electric etc. and give the buyers permission to walk through the house on their own. (Be sure to remove valuables before showing)

Before showing the property, take a walk through the property on your own and take notes. Write down the dimensions of each room and the good points about it. For example; saying something like "this room is 12 x 15 and can easily fit a king size bed" will make a completely different impact on a buyer than "this is my daughter's room, she picked out the curtains herself". Always keep in mind buyers are looking for their new home. Do not point out personal items or

memories. They are not interested and it can kill a sale. If you find you are too attached to your property, have a friend or family member show the property for you.

- 3) ***Agent's Showing Your Property:*** When you list your home with a real estate agent, many agents will tell you they will show the property for you if you list with them. The numbers show that 90% of properties listed are sold by a different agent than the one that listed it. If your agent is successful, they should be busy. As a result, having your real estate agent accompany buyers and their agents during showings is going to work against a quick sale. Your agent will have to schedule only certain days and times for showings. Other agents must be told ahead of time and will frown on trying to work around your agent's schedule. Many will bypass your property all together. Hire an agent with a good reputation and take their advice on how to best show your property.

- 4) ***Getting Your Property Shown to the Most Number of Buyers:*** On average, it takes eight lookers to get one offer. The more people in, the more offers you get. The best way is to have a lock box where agents can have access throughout the day. Make sure your valuables are secure before allowing unfettered access. Only use a lock box if you list your property with an agent.

It is important to allow your property to be shown when it is convenient for the buyers. Since it is best not to engage buyers directly, and to allow the buyer's agent to show your property, have your agent instruct the buyer's agents to address all questions back to them and not to you. Then, let the buyer's agent do their job; let them in, then walk outside, sit on the patio or better yet take a walk. This is the best way to get your property shown to the most number of buyers. If they ask you questions, simply tell them your agent has all the information and should be contacted with any questions.

IV. Advertising/Promoting Your Property

- 1) ***Sell Your Property on Ebay.*** This is a foolproof way to get attention for your property with very little risk. You are only buying an ad. You are not required to accept any offer and you can choose to walk away at the end. They have a 30-day ad for only \$150; a 90-day ad is just \$300. eBay.com reaches 147 million people world wide and can draw a lot of attention to your property. Even if someone meets your price, you don't have to sell; you can always change your mind.

- 2) ***Videos are Hot!*** Buyers love videos. Videos allow potential buyers to view your home from the comfort of their home or office. Once a buyer sees a video of your home or property, if they schedule a time to see it, you know they are serious.

A YouTube video tour gives the buyer a personal perspective on what's special about your property. Videos can be linked with most major search engines to get in front of the most number of buyers. There are several video websites besides YouTube; such as, Viddler and Yahoo! Video. Be proactive in getting the video on as many video sites as possible. Send links of the video to any interested parties by email. Download the video onto a DVD and hand them out to interested buyers.

Tip: Keep videos at 2 minutes or less for maximum distribution on video search engines.

Good real estate agents know that video marketing is the best way to get your property seen. Ask them to take a video and insist that your broker distribute the video of your property around the web as well as put it on to their company's Web site.

3) Popular Real Estate Websites

Most property buyers (80% or more) start their property search online. The five highest-traffic Web sites for real estate outside of **Realtor.com** are:

- **yahoo.com**
- **craigslist.org**
- **zillow.com**
- **trulia.com**
- **homes.com**

A good real estate agent will already have these websites in their marketing plan, plus many more. Check with your agent/broker for a list of websites they will advertise your property on.

4) Neighborhood Open House

Hold an open house and let your neighbors know about it. Create a flyer announcing the date and time of the open house along with basic information about the property for sale, including the price. Then take a walk around your neighborhood and knock on doors. Personally hand the flyer to your neighbors asking them to come over and invite anyone they may know who is looking for property. Do not hold an open house alone. Get a friend, neighbor or family member to help you.

If you are lucky enough to live in a high traffic area, put signs everywhere announcing the open house with the address large enough and dark enough to easily read from a distance.

The morning of the open house, bake cookies and offer coffee or water to guests and hand out flyers about the property.

5) Financial Incentives for Buyers

Buyers want a deal. Deals can come in a variety of ways besides lowering the price. For example, you could offer to pay property taxes for the year or pay

closing costs for the buyer. You can also pay for a year of landscaping, pool cleaning or maid service. A great incentive for the buyer is an appliance service contract prepaid for one year. If they know the air conditioner, water heater and all kitchen appliances are basically guaranteed for one year after purchase, it lends peace of mind there will be no major costs in that area. Be creative and see what kind of incentives you think would entice a buyer.

6) *Unusual Ways to Attract Attention to Your Property*

Create Magnets for Your Cars

If you or someone in your household drives around your area frequently, create magnets for your car to advertise your property. Take a picture of your property and have a printer create a magnet with “For Sale” above the picture and your contact information below it large enough for someone to read from a distance.

Create a T-Shirt. If you don't mind being a little whacky, get T-shirts made with a picture of the house with “For Sale” above it and your contact information below it. Then wear the t-shirt to local farmer's markets, the beach, art shows and festivals, anywhere there is a large gathering of people. Sometimes whacky tactics like these pay off. With all this in mind, I'm sure you can see there are many ways to get your property in front of potential buyers. If you are willing to do what is necessary, you will sell your property fast.

V. The 5 Biggest Mistakes Sellers Make

- **Ignoring Market Value**
- **Avoiding a Short Sale**
- **Ignoring the first offer**
- **Doing nothing**
- **Talking too much to prospective Buyers**

1) ***Ignoring Market Value***

The mantra I hear from sellers in this market is “I can’t sell for less because ***I need*** a certain amount of money to do what I want”. The unfortunate truth is that the market does not care what a seller needs. The days of buyers paying more than market value is long gone and I doubt they will ever return. The market only cares about what sold recently and for how much.

2) ***Avoiding a Short Sale***

The market today is scary and frustrating. Many of us have watched our home values dwindle to the point of owing more than the property is worth. It’s a scary thing to work hard to pay your bills on time only to watch your home equity disappear. When you have to sell your home for less than you owe on it, you have a short sale. The good news is Short Sales Do Not Ruin Your Credit!

It is actually better for you to do a short sale than to stop paying your mortgage and/or have a foreclosure. Short Sales only impact your credit rating by lowering it about 50 points and stays on your credit report for 2 to 3 years. If you stop paying your mortgage or allow the property to go into foreclosure, the impact is much worse – lowering the credit rating by about 200 points and stays on the credit report for 7 to 10 years.

Sellers benefit by doing a short sale in other ways. Some lenders are offering sellers money for moving expenses at closing as long as they maintain the property, and there will be no out of pocket expenses for the seller. The lender will also pay the real estate commission as well as the seller’s closing costs. In other words, you will not have to come to closing with money. You will likely be given money. We have seen banks give the seller \$10,000, \$20,000 even \$30,000 or more depending on a variety of factors to be determined by each individual lender.

If you have been avoiding a short sale, don’t. Take advantage of this situation now. Who knows how long the banks will offer these incentives.

3) ***Ignoring the First Offer***

This happens time and time again. The seller gets an offer almost immediately after putting the property on the market. Suddenly filled with confidence, you think you either priced the property too low or a bigger, better offer is not far behind. So, you reject or ignore the offer. That is a big mistake. That first offer may be the only one you'll get. Counter if you must, but do not ignore it. Buyers making offers means you are priced right.

4) ***Doing Nothing***

You need to sell, but you decide to wait. You are joining thousands of other property owners who have also decided to wait. It is doubtful that prices will increase in this market in any dramatic way any time soon; probably not for years to come. It's time to take the plunge. If you need or want to sell now, then sell now. There will never be a better time. The reality of today's market is that there are buyer's willing to buy at the right price. So much so, that there is very little inventory of properties for sale. Now is the time to take advantage of low inventory, but remember you must price it right.

VI. How We Can Help

If you want help, contact your South Florida real estate experts at

Timothy P Smith PA.
<http://WestonAndDavie.com>
954-370-7291

We know how to best promote your property's features and distribute your information on hundreds of websites. You can count on us to keep you informed and provide you with an honest assessment of your property.

There are a variety of ways we can help you sell including:

- **List With Us – Negotiable Commission paid at Closing**

- **Fee Based MLS Listing –**

A fee of \$595 is paid up front. We place your property on the MLS with your phone number. A 3% commission will be owed should another agent sell it. A sign can be provided if you wish. No support is offered with this option.

- **By-Owner Package of Internet Advertising –**

For a fee, we will place your property on popular real estate websites. Call for information on the various packages available and services offered. **1-954-370-7291**

Dee Vanover, Author. Dee has been an agent in South Florida for nearly 40 years. Her experience encompasses working as a real estate agent, a real estate broker, mortgage broker and title agent. You can reach her at Timothy P Smith PA, 954-370-7291