

Here are seven simple steps to follow which will put you at the top of a buyer's short list.

#### STEP 1

**SELECT A REAL ESTATE PROFESSIONAL** – It is important to choose someone who is knowledgeable, experienced in all market conditions, and has the resources to market your property properly. Market savvy on the part of your real estate professional will save you time, energy, and money, and will reduce the stress associated with selling your home. It's helpful to select someone you like as well.

#### STEP 2

**GIVE THE BUYER A CLEAN PALETTE** - Tone down any vibrant colors by replacing them with more neutral hues. Remove clutter – store that collection of figurines. Give the house a fresh coat of paint. Let the buyer decorate the home in their mind according to their taste.

#### STEP 3

**POLISH UP** - fix the broken fence, remove car being worked on in driveway, swap out old appliances for new and desired brands, update bathroom fixtures, refinish damaged floors ... in short, prepare your home to the highest standards possible.

#### STEP 4

**ELIMINATE OBJECTIONS** - abandon that buried oil tank, make sure property lines are unencumbered.

#### STEP 5

**MARKETING PLAN** – your real estate professional will know whom your customer base is, where they come from and how to reach them. Ask him/her for an outline of their marketing plan for your property.

#### STEP 6

**PRICING** – proper pricing in today's market is of utmost importance. Your real estate professional can take you out to view the comparable properties available. Remove your seller's hat and put on a buyer's hat. Objectively evaluate the properties you view – which would you select and at what price? Offer the best priced home a buyer views in your market and you will see results.

#### STEP 7

**PAPERWORK** - certificate of occupancy or CO - is it current and up-to-date? Survey - does it correspond with all existing improvements? Title and deeds - give your attorney copies.

### NOW YOU ARE READY

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