

SELLER'S CHECKLIST

The shortest distance between two points is a straight line!

If listing your property is one point and selling the other point, what are the points in between which yield a straight line or the most direct journey?

#1. An ounce of prevention is worth a pound of cure

Pull out the files. Do you have all the necessary paperwork? A current Certificate of Occupancy, a survey, the deed and title? If you made any improvements, such as adding a garage or putting in a pool, did you close out your permits with your municipality? The last thing you want is to get ready to schedule a closing only to find you have encroachments or you need carbon monoxide detectors installed. We've seen closings be held up for months while these, and other outstanding items are being rectified.

#2. Knowledge is power

Know your comparable. You should be familiar with every sale in your general vicinity. If this seems like a daunting task consider getting an appraisal. Two homes may look very similar from the outside but be finished completely differently inside — every upgrade matters.

#3. The right presentation is paramount

Now it is time to select a real estate professional. Personal recommendations from friends who have had a positive experience is a good start. When you meet with real estate sales associates there are many factors to discuss. Here's a few starting points for the conversation:

- Professionalism. Does this Agent appear professional by their attire and demeanor?
- Experience. Years in the industry with a successful track record
- Marketing. Did they bring you a market analysis? Was the presentation informative, as well as interesting? Every agent has access to a myriad of different photography options - do they exercise them? How's their advertising?
- Knowledge. Your representative should have expansive knowledge of the industry and the markets.
- Personality. You're going to be in contact with this person quite frequently. What does your gut say?



#4. Please the senses

From the entrance of your driveway to the back of your yard, review every inch inside and outside and prepare your home to look its absolute best. Remove clutter and unnecessary furniture and knickknack. A simple coat of white paint in every room makes a world of difference. It's optimum to have a potential buyer "enjoy" viewing your home.

#5. Have a plan and put it in motion

Our market has various seasons - it ebbs and flows in a "normal year" - barring no catastrophic events. Examine all the previous points mentioned, factor in timing, and plan a strategy with your Real Estate Professional — then execute it!

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