

## Seller Best Practices

Your sales professional will give you advice and support. The following best practices will give you the upper hand over your competition.

When your resources permit, choose to fix up your home rather than offering the buyer an allowance to do the work. Buyers will make an offer sooner if the home is enticing. Many buyers cannot see the potential beyond the needed repair.

Offer a homeowner's warranty. This is a plus for a buyer. It will dispel worry over break downs and reduce your liability if something goes wrong after closing.

Keep abreast of market changes while you are listed. Ask your sales professional for a new market analysis every 30 days. You will be better prepared to negotiate an offer if you are current on market conditions.

Leave your home when it is being shown. This will allow the buyer to stay and feel comfortable. Leave your utilities turned on if your property is vacant. No buyer should ever have to leave because it is too hot or too cold.

Set up a pre-planned schedule for price reductions during the listing. The spacing of the reductions (from 14-30 days) should reflect your selling urgency.

When negotiating, focus on your bottom line. In the end, the cash you walk away with at closing is more important than the offer price.

Price your property in line with competitive properties and comparative sold homes. Don't list too high to see what the market will bring. The first 14 days of a listing are the most critical. Don't squander them.

Listen to the advice of your sales professional. Reap the benefits of your sales professional's experience since he/she works in the market daily.