

**SIX WAYS TO
SELL YOUR
HOME FOR THE
MOST MONEY!**



FREE GUIDE!

Six Proven Ways To Get The Highest Price For Your Home!

I created this free comprehensive guide in order to empower homeowners to unlock the full potential of their home when it is time to sell and make them more money! These are the practices that I strictly adhere to and advise all my clients to take before listing their home for sale. These measures have been statistically proven to result in significantly higher sale prices!

This Guide Will Go Over The Six Main Elements of Getting The Highest Price:

- 1) Hiring The Right Agent**
- 2) Strategic Pricing of Your Home**
- 3) Clearing & Cleaning The Home**
- 4) Neutralizing The Home**
- 5) Minor Cosmetic Updates**
- 6) Impeccable Photography**

1) Hiring The Right Agent

The **right agent** will increase your net proceeds by **thousands** of dollars, while a wrong hire is a very costly mistake. Your agent must have **integrity of character** and **top selling strategy**. Your agent must have your best interests behind everything they do! Avoid an agent who is too focused on targeting buyers so they can receive both ends of the commission. The most genuine and quality agents target both **buyers** and **agents**, which results in a higher sales price. The only goal in mind is to get the highest possible offer out there, wherever it may come from. There are many local agents with buyers who may not be aware of your listing. A proactive agent will make agents aware of your listing and attract more offers that may be higher or have better terms than the buyers of the listing agent. A full commitment to your home and sales price is what you need more than anything.



2) Strategic Pricing of Your Home

Buyers are only concerned with **value**! Statistics show that homes priced at fair value or slightly lower receive **higher offers** than homes priced above market value. Fairly priced homes immediately attract the attention of all the buyers and agents. This creates **buyer urgency**, and results in a **bidding war** that will often drive the price even higher than the full market value. When a home is priced above what the market dictates, buyers and agents will write the home off, as they see other homes offering more value at a lower price. When a home sits on the market, it gets very **stale** and there is no more “fear of missing out” that drives buyers to make full priced offers. Listings will fall to the bottom of search pages the longer they are on the market, and even if the price is reduced, most agents and buyers won’t even realize. Buyers want something **exclusive**, that everyone wants. Days on market is publicly posted and buyers will begin to feel that it is not a special buy if it is still available months later.



3) Cleaning & Clearing the Home

First impressions of a home are everything! How a home shows is directly related to the sales price it achieves. A buyer only buys a home if it makes them feel at home. If a buyer sees a clean and open space, they are much more likely to achieve that feeling. When we live in a home for years, things begin to accumulate. This stuff takes up space and makes the home appear **smaller** and **less appealing**. Thoroughly cleaning the home and storing nonessential belongings provides **spaciousness** and allows the buyer to **appreciate** the true features of the home!



4) Neutralizing The Home

Over the years you have probably displayed a lot of important photos, statues, artwork, etc. around your home. These pieces are very important, but very **refined** to your own personal life and interests. An active home for sale will attract all kinds of buyers with very **differing** interests and lifestyles. In order to be **mutually appealing** to all buyers, there must not be objects that are **specific** to one group or to you. Examples of things you may want to consider safely storing are personal photos, symbolic pieces, decorations, etc.



5) Minor Cosmetic Updates

Minor cosmetic touches that are very **low cost** have a **huge impact** on how the home shows to buyers and the **price** it receives. Very simple things such as freshly painting, removing carpeting, etc. greatly **increase** the **desirability** and **presentation** of the home. This will result in a much **higher sales price** as it greatly contributes to the feeling of home that buyers are seeking.



6) Impeccable Photography



The **online representation** of a home is everything! In order to get an offer for the home, the buyer must first be **engaged** enough to want to see it! Buyers will decide whether or not they even want to see the home based on the **pictures** they see online. The **agent you hire** must pay for the **highest quality** photos and enhancement from a **professional** real estate photographer. Professionally shot photos after the property has been properly prepared will generate massive amounts of **interest** from buyers when they see it. This will lead to more **showings**, inviting more opportunities **to receive offers**. When the local agents see the pictures online, they will see it as a very high-quality home and show it to all they're buyers as well!

These simple practices have been proven to **significantly increase** sale prices. These six actions done by you and your real estate agent statistically guarantee a much higher sales price, that will allow you to net thousands more when selling your home!

If you have any questions or would like a free no obligation home evaluation, please feel free to contact me at (917) 297 1630 or marios@kw.com !

