



# Ready to Sell your Home?

## Three Obstacles you will Face

Selling a home is an emotional process. It's exciting, but there is a lot of uncertainty. No sale is final until the documents are signed and the transaction funds. Before that, anything can happen. There are three major obstacles that most sellers will face.

**EMOTION**



**CONDITION**



**APPRAISAL**



**EMOTION** - Buyer buy based on emotions. How does the home make me feel? Does it meet my needs and wants? Can I envision my family in this home?

**SOLUTION**- Your home will not work for everyone but don't limit the number of buyers by over personalizing your home. You want to appeal to the most number of buyers. Something as simple as blue walls will turn off some buyers. Think neutral and set the mood. You can control how your home is presented. Tell a story in every room. Stage the room for it's intended purpose. And remember that buyers will decide to tour your home based on pictures. Your home must show well online. Professional pictures are a must.



**CONDITION** - The next obstacle is the property inspection. A buyer can love your home but the deal can fall through if the home has many defects. Deferred maintenance is not something you can afford when selling a home. Deficiencies = loss of money for the seller.

**SOLUTION**- Take the time to get your home ready. Make repairs, touch up paint, clean, pack and organize.



**APPRAISAL** - If the buyers is obtaining a loan, the bank will require an appraisal. They will want to be sure that buyer are not paying more than what the home is worth. The buyer might be happy with the sales price but if the bank doesn't agree, the deal is dead. Most buyers do not have the funds to pay the difference between the appraised value and the sale price.

**SOLUTION**- Price your home properly. Review comparable sales with your agent and decide on a sales price that is within range for your subdivision and home. You have control over the final list price but if it's above range for your area, financing will be an issue. Most buyers will finance their home.