

Information & Advice for Sellers

Selling a house online may seem like a daunting prospect without the comfort of knowing you may not have an agent in place.

However, if you read on you will soon realize that the processes involved are very similar to any normal property sale and certain rules and regulations must apply.

Preparing Your House for Sale

Before considering selling your property, it is always a good idea to ensure it is in a good state of repair, any decorations and fittings are in good condition and all documentation *i.e.* **Home Information Packs, are in place.**

Admittedly, not all houses are sold for the same reasons. Some houses are in a poor state of repair so you can naturally only expect to receive a minimal offer for a property that will require extensive remedial repairs.

On the flip side, a property that is clean modernized and has been decorated and in a "ready to sell" state will fetch the most interest and offers.

Whatever your reasons for selling, ensure you are prepared to show visitors around your home and that it is ready to gain the best possible offer.

Your Property's Valuation

There are various ways to get your property valued. The quickest is to ask a handful of local estate agents to visit your home for a valuation. However be warned that these kinds of valuations are not always necessarily accurate and can be slightly inflated when you take into account the motivations of agents - they want to maximize their cut!

Alternative ways of gaining a valuation can be to contact a local surveyor who will charge around \$350.⁰⁰ to \$450.⁰⁰ for a valuation. They tend to be far more impartial and will point out any necessary work that is required.

You can also get a good idea by simply seeing what neighboring houses are being sold for. Every street has at least one house for sale and this can provide you with a decent benchmark. Just make sure you visit the house in question to see how well it has been prepared for sale! If in a poor state, it may be overpriced or oppositely, if it has been completely modernized, it may be worth more than you could realistically expect for your property.


Like any private sale, your property is only worth what a buyer is willing to pay so be realistic and do the research. There are a number of websites available that will give you good indicators to the value of your property. But, nothing is better than real estate professionals who work the area your property is located in.

Preparing Your Advertisement

So you feel ready to place your advertisement on the web? Before you start to publish the details, ensure you've got a few essentials in place. For example, have you taken a selection of clear and appropriate photographs?

Without doubt, properties that have photographs to accompany their advertisements get far more interest. Make your photos tell a story about your home, my website allows up to multiple photos to ensure the Buyers looking and searching will have a mental picture of the amenities your home offers!

Using a digital camera is the quickest way of getting high quality, digital images of your home. Straight or direct photo shots are not always the best view to present your home . . . different angles usually gives the eye an enhanced portrait of what each room offers.

Just as important as photographs is your advertisement text. Make any potential buyer interested in your property by explaining what it has to offer. Give details of all rooms, measurements (if you have them) and describe any special features you feel will add to the potential interest in the property - in other words, do the "hard sell". A little extra effort in some creative writing may do wonders for your chances! Click on  **"Typical Flyer used for Ron's Listings."** If the LINK to the left does not work, click on: <http://www.ronsellsalabama.com/SellingTips.html> to open one on my Flyers. ***Much work and no short cuts should be taken when building an informative flyer . . . the flyer is the best advertising vehicle to reach curious and qualified buyers!***

Arranging Viewings

If you are fortunate enough to have an interested party contact you regarding your home, arrange viewings at times when it will do your house justice.

When visitors come to the house, ensure it is clean, tidy and free of clutter. Potential buyers don't want to see how you live; they want to see how they "**could**" live in your home. So ensure the property is fit for viewings.

If you are lucky enough to have had a lot of interest and enquiries, consider having an "**open day**" where all interested parties view your home on the same day. It could spark a bidding war and any potential buyer who can see that your home has gathered a lot of interest may see it as a worthwhile investment opportunity.

The rules are simple - maximize your chances by maximizing your efforts. Remember, even though you have an experience Realtor® working for you, it takes two to Tango as it does presenting a home . . . Your home should also be at its best, because you never know when "THAT" buyer will walk into your home!

Accepting an Offer

If you decide to accept an offer on your home, ensure you take the necessary steps to avoid disappointment:

- Ask the buyers for details of their solicitors - likewise offer the details of your own as well.
- Don't take your advertisement offline! Simply change the status of your property to "Under Offer". The deal's never done until the deeds have been signed and exchanged.
- Contact Your Solicitor to explain you have accepted an offer and give details of the buyers
- Your Listing Realtor®/Broker will do much of the work above, but a Professional Realtor® would have walked you through all the steps previously to you accepting and offer and possibly accepting it! ***From the moment Ron accepts a listing, he's going over details and procedures to the Do's and Don'ts from beginning to end to ensure his seller client knows what to expect and do for each process!***

Thanks, and let me know if you need additional information, about getting your home ready for the market, and finding the "**Correct**" current value of your home! Please take time and go to 'Helpful Information' on www.RonSellsAlabama.Com and look within, "Seller Assistance, Helpful Information for Seller, and Selling Tips," also, look for **90+ Ways to Help Sell Your Home.**" This one file gives so much information, it will trigger things every seller should do, with preparing their home for the market and to obtain the highest and best offer possible!

Ron



Ron P. Hidalgo
Realtor®/Broker since



1st Choice

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WHICH HELPS OUR CLIENTS OBTAIN THEIR

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