

Seller Dos & Don'ts

Advantages to Gain & Mistakes to Avoid



DO—Get Help

There are a number of factors that contribute to getting the most for your home, a quick sale, and a smooth escrow process. Make sure your Realtor has the experience, know-how, and patience to guide you to a successful transaction.



DON'T—Miss Your Window of Opportunity

Your house is “hottest”—creating the most buyer excitement—in its first 7-10 days on the market. This is an established industry fact. If your home is priced right and looks great, it will get lots of showings and offers—and sell quickly. Don't squander this opportunity.



DO—Make Sure Your Agents Knows the Deadlines

A missed deadline could cost you money at the closing table—or torpedo the deal entirely. Make sure your agent has a thorough understanding of the selling process, purchase agreement, deadlines, difference between loan pre-approval and pre-qualified, average time on market, home inspection and appraisal processes, and so on.



DON'T—Hire the Agent with (Only) the Highest Price

Some agents will tell you your house is worth more just to get the listing, and then quickly tell you to reduce the price. Take a close look at the CMA (Comparative Market Analysis) the agent prepared. See if recent sales justify the price.



DO—Ensure Your Agent Has a Great Marketing Plan

There's more to marketing a home than putting it on the MLS. Even a part-time agent can do that. Make sure your agent has a comprehensive, global plan. You don't want your agent *whispering* that your home is for sale. You want it *shouted from the roof-tops*.



DON'T—Rely on Online Services for Your Sale Price

Online sites rely on algorithms and simulations to price your home. Often times, the result is an inaccurate property valuation—an algorithm can't see your neighborhood's boundaries. I've seen online sites use comps that are 12-15 miles away—not exactly “comps.”



For the rest of this information packet please reach out to Scott Oelke

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