

TIPS TO HELP YOU

Sell Your Home



LENNAR®



MARKETING

Whether you're selling your home on your own, or hiring a Real Estate professional, marketing your home aggressively is one of the most important factors in getting your home sold.

FOR SALE BY OWNER

The days of solely placing a sign in your yard with flyers are long over. Welcome to the new age of **Internet advertising**.

- Consider placing an ad on ForSaleByOwner.com, or other such **home selling service websites**, that also offer the option of listing your home on the **MLS** (Multiple Listing Service). Getting your home listed on the MLS when not using a Selling Agent (Realtor) is important, so that Realtors who represent buyers are able to see that your home is available.

TIP: When placing your home's ad on any Internet listing website, make sure that you **change or freshen up photos** of your home every 25 to 30 days, in an attempt to generate the interest of those who may have already seen your ad before.

TIP: If the listing service allows you to post **virtual tours** of your home, get out your video camera or consider hiring a professional.

- **Classified advertising in local newspapers** is still a good marketing venue. However, make sure that your newsprint classified listing also includes a listing on the newspaper's classified **Internet home sales section**.
- **Review your ad**. Does it disclose the price, location and number of bedrooms? Is the location spelled out in the headline? Is the ad direct and to the point? Is the ad descriptive enough?
- Get **flyers** out to the local broker offices for the buyers' agents.
- Host **open houses** for buyers' agents, as well as for the public.
- Utilize other sales-type **Internet listing sources**, such as Zillow.com, Craigslist.com, Yahoo Real Estate, Livedeal.com and Trulia.com.
- **Visit other seller's open houses** and see what they have that you do not. It may not be cost effective to redo your kitchen, but it might be cost effective to re-mulch your front shrub beds.

SELECTING THE RIGHT BROKER/AGENT

As selling and buying a home is likely to be the largest financial transaction you will face, it is important to find someone to represent your home that has **experience**, and who you can **trust**. Your first step should be to **ask your friends, family and co-workers** for referrals, then interview those agents. Things you should ask during the interview process:

- Can I see your **resume**? How many homes did you list and sell in the last year? Can you provide me with a list of **past clients** I can contact as references? Do you work solo, or as part of a team?
- What is your **marketing strategy**? Do you list online, in newspapers, magazines? (You do not want your home only listed on the MLS.) Do you hold open houses? How many and how often?
- **How often** will we hear from you?
- Will you **represent me exclusively** in the transaction, or the buyer as well?
- What are your **commissions** and **fees**?
- What is **your impression of my home**?



LOOK & FEEL

Preparing your house for showing for sale sounds easier than it is. As a matter of a fact, many home owners today focus on the wrong things, and end up losing buyers.

THINGS TO FOCUS ON TO MAKE THAT SALE:

- **First impressions are everything.** First impressions are formed in 15 seconds, starting the second a prospective buyer pulls into your driveway. Mow the lawn, mulch the flower beds, trim bushes, pull the weeds and pick up toys.
- **Fix everything.** You never know what will turn off a buyer - the small nail pop in the ceiling, a sticky door or cabinet, or the dent in the closet in your child's room.
- **Don't overlook things you have already fixed.** Did you have a leak in the attic that stained your ceiling, and you already fixed the leak? Don't forget to paint the ceiling, too. Nobody wants a reminder of what happened, or what could happen again.
- **Keep things simple, neutral and open.** Buyers need to be able to visualize their belongings in your home. So consider hiding things that are partial to your taste. Examples include: repainting that green den; minimizing your personal photos; removing nicknacks from shelves and replacing them with plants or books; removing the kids' drawings from the refrigerator.
- **Declutter.** Streamline your kitchen counters and shelving to show off clean lines. Tidy up cabinet space and closets so they look spacious. Remove furniture to make a room feel better, and reposition the remaining furniture to showcase the focal point of the room.
- **Clean everything.** It sounds simple, but clean the carpets, walls, showers, closets, decks, siding and garages. Add a few candles, and make the place smell great and shine like new.
- **Bright and airy is more inviting.** Open the blinds and drapes. Bring in fresh flowers.
- **Not everyone loves animals.** Do your best to remove your pets from the premises during open houses or walk-throughs. Just because you have a friendly dog, that doesn't mean a buyer won't be worried about fleas in the carpeting. And by all means, work to remove their hair and smells.
- **Sell the whole package.** Create a notebook to show potential buyers all the information anyone could want to know, including lot lines, appliance warranties, disclosures, photos of the house in different seasons, community information and highlights, community covenant information, etc. Help to make the buyer very comfortable with the thought of moving into your home and community.
- **Remove things you want to keep.** If you're not selling your custom made valences or the light fixture in the dining room with the house, then remove them. Go out and buy new fixtures that can sell with the house.
- **Little things can make the difference.** Need to update your kitchen but don't want to spend the thousands of dollars it could take to do so? Consider little things like new lighting fixtures, cabinet door handles and faucets. These can help to update the look of a room.
- **Repair or replace.** Since "visibility adds value," fix and/or replace things that can be seen versus what can not be seen. For example, if you have X amount of dollars to replace your roof or fix the crack in your foundation, fix your roof - since it is one of the first things to be seen as a buyer pulls up to your home.
- **Get out!** Sellers think that being in their home as potential buyers tour is a great value. In fact, it typically makes the potential buyer uncomfortable and causes them to rush through the tour.
- **Ask for opinions.** Don't just rely on your own thoughts. Ask an outside person - a neighbor or a friend - to come over and view your home. Ask them for their critical thoughts, and don't take them personally.



PRICING & INCENTIVES

PRICE HAS EVERYTHING TO DO WITH IT.

- Most buyers are pricing their homes for what other homes in the neighborhood have sold for in recent past. What you should be doing is looking at pricing your home relative to what other homes **under contract** are selling for, and what the **competition** is selling for currently. Consider pricing your home **under what other homes have sold for**, and let the perception of value attract multiple bids - driving up the final sales price.
- Buyer incentives walk a fine line between enticing a sale and looking desperate. Desperation breeds lower sales prices. Safe bets today are **paying closing costs** and/or **increased buyer/seller agent commissions**.



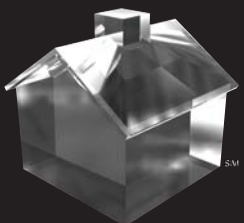
SAFETY

- In some instances, selling a home can be dangerous.
 - Be sure that a potential buyer is a **really a buyer**.
 - Ask for **pre-approval letters**.
 - Lock up your **valuables**.
 - **Do not allow your children to open the door** for potential buyers who were "just driving by."
 - Ask for **identification**.



DON'T TAKE IT PERSONALLY

- If a potential buyer doesn't like your taste, your price, or your neighborhood, don't take it personally. **Thank them** for the feedback and move on. If negotiations aren't going your way, step back, re-gather your perspective and motivations to sell.



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