



# HOW TO MAKE YOUR HOME SELL THIS SPRING

**I**f you are selling your home this spring, you know the traditional selling season has increased the competition. But, by working closely with your real estate agent and following simple steps, you can achieve success.

Here are a few ways to be proactive against some of the most common pitfalls:

**Challenge:** Competition. Are there too many homes for sale in your price range?

**What You Can Do:** You'll need to think about how you can make your home a more attractive sale, either by lowering your price or providing attractive terms of sale.

**Challenge:** Your asking price is too high. It's stating the obvious, but if your asking price is too high, you'll price yourself right out of a lot of potential showings. **What You Can Do:** Work with a trusted real estate agent to come up with a fair asking price. Ask yourself whether you'd rather net a little less than you had hoped – or not be able to

sell at all.

**Challenge:** Your home lacks curb appeal. If your home doesn't show well, a potential buyer is going to head elsewhere. Most buyers are looking for a house they can move into without a ton of small repairs and cleanup.

**What You Can Do:** You've been meaning to fix that leaky faucet or repaint the fence in the front yard, so now is the time to do it! De-clutter your rooms and store all personal effects. Consider investing in some new curtains, bath towels and throw rugs. Spruce up your yard with new plantings, trim hedges and weed flowerbeds, and keep the lawn short and neat. Those minor repairs will add up in the eyes of a prospective buyer.

**Challenge:** Location. Everyone's heard that old maxim that real estate is all about "location, location, location!" But what do you do if you're trying to sell a home on a busy street, or too close to a major highway?

**What You Can Do:** If your home is on a busier street,

highlight benefits on the flip side – maybe your backyard is fenced in, your taxes are low or you can walk to a school nearby. If you are in an area where your home is very close to a major highway, consider some type of privacy hedge or fencing. If you have older windows consider replacing them - the benefit will be two fold, you will have new windows as a selling feature and those new windows will provide more sound buffering inside the home.

Talk to your real estate agent for other smart tips to a quicker, happier home sale.

**“Moving from ‘for sale’ to ‘sold’ quicker by working with your realtor and following some simple tips.”**