



Tips to Selling your Home

Make Your Move!

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Lots of great information for you when you sell

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This handout is provided to our seller clients as a courtesy of
Nick Walker, Greenberg Realty

We hope you find this to be helpful.



10 Ways to Make Your Home More Appealing to Buyers

Getting ready to sell your home? Get ready to roll up your sleeves and get to work! Some of these tips are surprisingly easy and some may require a little more elbow grease.

Before you look to put your house on the market, pursue this checklist of things to consider and complete. Doing so will place you in a better position to receive the most money for your home!

10. Clean, clean, clean and then clean some more

The goal is to make your home appear spotless. Take special consideration in your kitchen and bathrooms to insure your floors, counters, appliances, showers, and backsplashes shine!

Extra tip*: Conduct a smell test. Buyers are beginning to sniff out the fragrances sellers have been using to mask odors.

9. Consider curb appeal

Add plants to make your home stand out from the street. The investment you make in curb appeal will more than certainly pay off when it comes time to selling.

Extra Tip*: Placing flowers in pots allow you to bring them with you to your new home!

8. Declutter living areas

We all have that catch all room or junk drawer lying around. Remove as many things from your home as you can prior to listing your home. Storing in boxes in a shed/garage will make your home look more organized and spacious!

Extra tip*: Downsize the amount of clothes in your closet. A half empty closet will make it appear much larger.

7. Depersonalize your space

The more personal stuff in your home, the less potential buyers can see themselves living there. Look to store items such as family photos, memorabilia collections, personal keepsakes, trophy animals, and excessively bold artwork. The goal is to create a blank canvas on which buyers can project their own visions of living there.

Extra Tip*: Consider hiring a home staging professional or interior designer if you are looking to maximize the full potential of your home!

6. Repaint walls to neutral tones

You're pretty safe utilizing neutral colors on all your walls and the chances are people will not be turned off by the neutral tone. The blaze orange accent wall or the Vikings purple room can be a turn off to potential buyers.

Extra tip*: Touch up any scuff marks and fill nail holes while repainting your space.

5. Fix the little things

Chances are they will bother the potential buyers too! Missing trim, loose door/cabinet handles, leaky faucets, wore down grout, burned out or missing light bulbs will have potential buyers asking, "what else is broken here?"

4. Don't over-upgrade

Quick fixes before selling your home can always pay off. Huge makeovers usually do not result in you getting your money back. Instead do updates that will pay off and get you top dollar for your home.

Extra Tip*: Look to upgrade lighting, insure your carpet is newer, and always add a fresh coat of paint before selling!

3. Price it right

Listen to a Realtor® when we discuss what comparables are out there, what has recently sold, and what we could price your home for. We are here to assist you in getting as much money for your home as possible!

Extra Tip*: Find out what your home is worth from me, then shave 5%-15% off the price. This takes real courage when selling your home. Multiple buyers will tend to rush into making offers and they usually tend to bid more than the home is worth. This is one of the single best strategies to selling a home in today's market.

2. Always be ready to show

You never know when a buyer may call wanting to see your home. Your house needs to be "show ready" at all times. Your kitchen counters should be free of mail and dishes, the bathrooms sparkling, and the house in tip-top shape ready to be sold!

Extra tip*: Always look to keep pets in a crate/kennel throughout the day, or at least the ability to have one available, if potential buyers would like to see the home while you are away at work.

1. The First impression is the only impression

No matter how good the interior of your home looks in the online photos, buyers have already judged your home before they walk through the door. You never get another opportunity to make a great first impression. It is the utmost importance to make potential buyers feel warm, welcome, and safe as they approach the home. If it is summer, always make certain the grass is well groomed and your plants have been watered and seem to be well taken care of. If it is winter, it is imperative the snow is removed from all walkways and free of ice. Always make sure the home's temperature is adequate, and your welcome sign is situated perfectly so prospective buyers are ready to call your house their new home!

Low-Cost Ways to Spruce-Up Your Home

1. Trim bushes so they don't block windows and cut down on light
2. Buy a new doormat
3. Put a pot of bright flowers (or a small evergreen in winter) on your porch
4. Install new doorknobs on your doors or maintain the current knobs
5. Pressure wash your home, driveway, and sidewalks
6. Edge the grass around walks and trees
7. Keep garden tools out of sight
8. Be sure kids put away their toys
9. Buy a new mailbox
10. Upgrade outside lighting
11. Use warm, incandescent light bulbs for a more homey feel
12. Polish or replace your house numbers
13. Clean your gutters
14. Put out potpurri or burn scented candles
15. Buy new pillows for the sofa
16. Buy a flowering plant and put in a window you pass frequently
17. Make a centerpiece for your table with fruit and artificial flowers
18. Replace heavy or blackout curtains with sheer ones that let in more light
19. Buy new towels for placement in bathrooms
20. Place a seasonal wreath on your door
21. Add a new shower curtain, fresh towels, and new guest soaps in every bath
22. Set the table with pretty dishes and candles
23. Take one or two major pieces of furniture out of every room to create a sense of spaciousness
24. Put away kitchen appliances and personal bathroom items to give the illusion of more counter space
25. Depersonalize the rooms by putting away family photos, mementos, and distinctive artwork



5 Ways to Speed-Up Your Sale

1. Price it right. Set a price at the lower end of your properties realistic price range.
2. Get your home market-ready at least 2 weeks before you begin showing it.
3. Be flexible about showings. It's often disruptive to have a house ready to show on the spur of the moment, but the more often someone can see your home, the sooner you'll find a buyer.
4. Be ready for the offers. Decide in advance what price and terms you'll find acceptable.
5. Don't refuse to drop price. If your home has been on the market for more than 30 days without an offer, be prepared to lower your asking price.



Steps to Preparing for a Showing

1. Clean. A spotlessly clean home is essential; dirty rooms, countertops, or repugnant smells will turn off a prospective buyer faster than anything.
2. Mow your lawn, and be sure toys and yard equipment are put away. In the winter, make sure sidewalks and driveways are clear and free of ice.
3. Lock up your valuables, jewelry, money, and medicine. Although Realtors will be on site during the showing, it can be difficult to watch a large group looking over numerous rooms and opening/closing closets, drawers, cabinets, etc. If you have firearms in the home, please make sure they are locked away as well as any ammunition.
4. Turn on all the lights. Even in the daytime, incandescent lights add sparkle.
5. Send your pets to a neighbor or take them outside. If that's not possible, crate them or confine them to one room (a basement utility room), and let the agent know where to find them.
6. Leave. It is awkward for prospective buyers to look in your closets and express their opinions of your home with you there.
7. Notify Realtor® of any audio or video surveillance on property. By law, you must disclose if you have any audio or video equipment outside or inside home. That includes Ring doorbells, remote viewing baby monitors, Amazon or Google Home audio and/or video capturing devices, and closed circuit or cloud based security cameras.



Why Your First Offer is Usually Your Best Offer

There's an old real estate rule of thumb that the first offer you receive is usually the best one. I've run into this with several listings where the seller received an offer early on, made a stiff counteroffer back to the buyer, and the buyer headed for the hills. In some cases, as much as 11 months and several price reductions later, another offer finally came in only to be significantly lower than the buyer's first offer.

While your first offer may not be what you were hoping for, it is a good idea to consider several things when choosing how to respond to that offer. Length of time on market, time of year, initial asking price compared to the price recommended, and current competition should all be taken into account when determining whether to accept, reject, or counter the first offer you receive.

It may be tempting to hold out for a better price, especially in the first few weeks that your home is on the market when there is a high volume of showing activity. However, that activity typically wanes after about 3 weeks, at which point the buyers who have been waiting for "just the right house" will have already considered your property. Buyers rush to see new listings, and if it's the best thing they have seen they will probably make an offer. Most of these buyers have been at it for a long time and know the values very well, in some cases understanding market realities in their price range even better than Realtors who have been tracking a broad market. Therefore, an offer received in the first few weeks on the market is probably appropriate to current conditions and worth serious consideration. Comparing the offer to your Realtor's initial price recommendations can help you decide what action to take.

After the first several weeks, the activity that remains is buyers just entering the market. Since they are at the beginning of their house hunting, they generally have more time to look and are less motivated to act quickly. They are less educated about the market than those who have been shopping for a long time and will error on the side of caution when making their offers, especially in a buyer's market. Consequently, offers will more than likely be lower than earlier on.

Time on the market erodes value as well. The longer a house is listed for sale, the less interested buyers and Realtors are in the property. People will begin to wonder what is wrong with the property, and even if they like it, will offer a lower price so they won't lose money if they end up having to sell.

Be sure to consider opportunity costs. While your first offer may be lower than you had hoped, every month you keep the property is another month you must pay mortgage, taxes, utilities, and insurance for a home you are hoping to leave. These costs can add up quickly and end up costing you more in the long run. Time of year, is another factor that can affect the offer. Your offer in March or April will most likely be much higher than September or October. Sellers who were optimistic in the spring will be lowering their prices quickly to try and sell before the winter market.

The bottom line is that you are never in a better position to get the best price for your home than when it is fresh on the market. Even if the offer and subsequent negotiations are less than you are hoping for, don't kick yourself months or even years later wishing you had taken the offer. That real estate rule of thumb stays true: your first offer is usually your best.

Odd Moving Tips That Really Work

1. Footwear, Meet Stemware

About those socks and glasses... If you can double up and use some of your belongings to protect others, you can cut down on space and moving supplies. Socks slipped around the wine glasses can help pad the delicate stems.

2. Plates on Plates

Instead of painstakingly wrapping each dinner dish in newsprint or bubble wrap, or purchasing those pre-packaged dish packs, buy one cheap bag of Styrofoam plates. Alternate stacking the real plates with the disposables and — voila! - Instant padding. Genius, right?

3. Make Like a Ghost

Worn sheets can be used as an extra layer of protection around your mattress, or any piece of furniture. You may not want to use that extra-fancy satin set, but old, cheap stand-bys can take a stain or risk a tear better than a mattress or sofa upholstery. Bonus: Like the socks, using sheets as packing material frees up more box space.

4. Pack in Color

Sure, you can painstakingly label every box. Or, just slap on some color. Buy color dots or several hues of duct tape, designate a specific color for each room, and stick the appropriate dot or tape on each box. The best part, we think, is the idea of making a legend that can keep track of all of your colors. That way, you won't mistake the red for the den instead of the kitchen, and unpacking becomes a snap.

5. Use Your Wheels

Have wheelie bags? Use them for heavy things like books, especially if it's a relatively smaller suitcase and not an Army-size duffel. You won't be able to get away without ever having to lift the bag, such as in and out of a vehicle, but at least you'll have a little extra help.

6. Bag Your Clothes

This tip may not work for every move, since some moving companies won't touch any goods not packed in boxes. However, if such restrictions don't pertain to you, break out the garbage bags. Pull one bag up around a cluster of your hanging clothes, and tie the open end by the hangers. One blogger bragged that she packed her entire closet in 15 minutes this way.

7. Take Pictures

The serving dishes fit in the dozen bookcase shelves like puzzle pieces now, but such a tight fit may be hard to replicate after everything has been removed to boxes. Pictures can act as an unpacking guide. Photos also protect your goods for insurance purposes -- you'll have proof should anything break or chip in transit.

8. Leave the Garage Empty

In the new digs, resist the temptation to pile boxes into the garage, or attic, or back closet, with a promise to get to them later, "Later" can last months. If a boxful of stuff is so unnecessary that a year could pass without needing the contents, maybe that's a tip to ditch the contents before the move. Otherwise, you risk forgetting where you put important things, or end up parking the car outside all winter.

Items for the New Owners

- 1) Owners manuals for items left in the home
- 2) Warranties for any items left in the house
- 3) A list of local service companies - the utility companies, yard service, trash removal, etc.
- 4) Garage door opener
- 5) Extra sets of house keys
- 6) Codes to garage door openers, programmed locks, or security alarms



Website Resources for Consumers

1) www.GrandCitiesHomes.com

Your local real estate resource with great information and prices of homes in our area.

2) Moving.com

Helps buyers and sellers with packing tips and timetables, online mover links, and places to store belongings so that homes look less cluttered.

3) Energy Star

Provides an easy way to assess energy use and get quick tips on saving energy.

4) Environmental Protection Agency

A one-stop shop for advice on testing for and mitigating pollutants, from lead paint to radon or mold.

5) Federal Citizen Information Center

Offers a list of consumer articles about home sales, financing, and maintenance.

6) U.S. Department of Housing and Urban Affairs

Offers advice to buyers on finance, fair housing, and more.

7) AnnualCreditReport.com

The only government approved site where you can gather your FREE credit information from Experian, TransUnion, and Equifax.