



HOW TO SELL YOUR HOME QUICKLY AND FOR TOP DOLLAR IN NORTHERN MICHIGAN

PREPARATION, PRICING, MARKETING, AND TIMING

PREPARATION – *Best Foot Forward*

- **Declutter:** Buyers want to imagine themselves living in the home. Removing personal items and clutter will help a buyer envision their life in the home. It will also allow the buyer to focus on the home itself, not personal items that are not part of the home sale.
- **Deep Clean:** Cleaning all areas of the home including carpets, windows and high traffic areas will give the home a fresh look and smell.
- **Repair and Update:** Complete minor repairs, like leaky faucets, drywall issues, and ripped screens. Consider repainting high traffic walls to give a space a fresh look. Paint with neutral colors that will appeal to a larger audience.
- **Staging:** Proper staging can make a home appeal to more buyers. Using the right amount of furniture can make a space appear larger, more inviting, and highlight the best features of a home.
- **Boost Curb Appeal:** First impression, many buyers will do a “Drive By” before they schedule a showing. Don’t give a potential buyer a reason to pass before they see your home. Ensure the lawn is mowed, snow removed, bushes trimmed, and the yard is free of clutter. Address any peeling paint on the front of the home giving it a well-maintained look.

PRICING – *The Right List Price*

- **Competitive Pricing:** Pricing your home correctly is crucial for attracting the right buyer. Pricing a home too high can result in a lack of buyer traffic resulting in even lower offers or no offers at all.
- **CMA:** An unbiased assessment of the home based on facts, condition and comparable homes in the local market will determine the current market value.
- **Comps:** Similar homes that have **sold** recently in your area are the best indication of what today's market value is. Pricing based on what homes are selling for, not just what homes are listing for.
- **Competition:** Awareness of other homes on the market in your area and where your home's price stacks up against the competition. Why would a seller say yes to your home instead of one of your competitors.

MARKETING

- **Develop a Marketing Plan:** A planned approach specific to your home. Getting your home in front of as many buyers as possible is key to finding the right buyer for you.
- **High Quality Photos:** Professional high-quality photography is a must in today's market. Buyers view homes online before they ever set foot in them. Professional photos and floor plans that portray your home in the best light possible will ensure that your home receives the online attention it deserves.
- **Listing on Multiple Platforms:** All listings need to be advertised in the MLS and other frequented sites like, Zillow, Realtor.com, Redfin, Homes.com and the countless other platforms that buyers visit in the home buying process.
- **Social Media Ads:** Targeted adds on social media platforms. Designing adds and targeting people who needs match what your home has to offer.
- **Open House:** Hosting an open house is a great way to generate buzz in a neighborhood and get your home on your neighbor's radar. Neighbors can recommend homes in their area to friends and family.

TIMING


- **List Your Property at the Appropriate Time:** Northern Michigan is a seasonal market. Some properties are more affected than others. Accessibility during the winter can present challenges some buyers will be unwilling to overcome. Less buyers are willing to view a vacation cabin on the lake in the heart of winter.
- **Showing Availability:** Make the home as accessible as possible to perspective buyers. The easier you make it for buyers to view the property the more likely you are to receive offers quickly.
- **Seasonality:** Winter markets typically have less homes for sale. This does not mean home buyers needs disappear, they just have less options to pick from. There will be less market competition for some homes.
- **Market Trends:** Understanding what's happening in the market can help you adjust your strategy.
- **What Works For You?** Every seller has their own set of goals and needs. Listing your home when the time is right for you is key to a successful home sale.

Find The Right Agent – Client Agent relationships are a partnership. Both parties need to be on the same team for a truly successful home sale. Find one that embraces the process and you have success.



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