

SMART SELLING ADVICE

Need to sell your existing home to finance a new purchase? Here are a few tips for selling in a buyers' market

Detailed planning is the key factor in making the right moves in selling your home. The first thing for a seller is to price the house appropriately. For this, you need to give your house super appeal. The following are the tips that will help you to emerge successful in selling.

- **Price setting:** You should set your price competitively, keeping in mind the market rates prevailing in the real estate industry. Make an actual comparison of the two rates and take a final decision.
- **Be flexible:** When you get an offer and the buyer wants to move in sooner than you will be ready, make plans to stay in an apartment or with relatives until your new place is ready. A month or two of inconvenience will surely be worth it further down the road.
- **Create good curb appeal:** The first impression on a home shopper is everything. The moment one pulls up to the curb, he or she makes an instant judgment. You will want to be sure it is positive. You can begin by making sure leaves are raked, and your shrubs and bushes pruned. Make sure bikes and toys are out of sight.
- **Focus on your walls:** If your walls are dirty, it will be an automatic turnoff to potential buyers. Think about touching up the paint on your walls before you put your home on the market, keeping the colours neutral and light. Save your favourite reds and greens for your next place, where you will be staying put for a while.
- **Focus on cleanliness:** Make sure your home has an appealing look. Get rid of all the clutter. Keep the house clean and simple. If you have many knick-knacks, keep them out of sight. Make sure there are no lingering pet or smoke odours. Set out some fresh flowers. Turn on some light music when potential buyers come.
- **Lighting:** Let light in with open blinds and curtain, so that ample light illuminates the home's interior.
- **Be patient:** Finally, it's necessary to have patience. Patience is the key to successful selling. Do not be too hasty in reducing your asking price. However, be ready to do it, when the time comes. You will want to talk to your agent about how long homes are staying on the market in your neighbourhood. The time to think about reducing your price is once you pass that mark.

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