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Start your holiday shopping with gift guides, promotions and more! Selling your house can be overwhelming in many ways. You're taking roots and leaving everything that's familiar – and making a huge financial decision at the same time. Knowing how to sell your house requires some studies. The more you know, the easier the big decisions will be. Information is power, so we'll answer your questions about how to sell your house. Search the Marketplace Do some homework on what's happening with the real estate market in your area. Go to a property listing site, such as realtor.com®, and see what houses are being sold in your neighborhood, and how long they are sitting in the market before they are sold. Check mortgage rates. Notice who some of the top agents are for the neighborhood or types of properties you are interested in. Ultimately, the best way to select an agent? Get recommendations from friends and family. Buy & Sell Here's how to price your house to sell fast. Buy and Sell Sometimes it doesn't work. Here's how to say goodbye when you're unhappy. Yard & Patio Be the house on the block that the insects run away from. Hire an agent Yes, you need an agent. Selling a house involves some strategy and know-how. An agent knows how to sell your house. He or she will help you set a price, market it and make repairs, guiding you through inspection, negotiating with buyers and helping you navigate the lock. They will also help you plan your timeline, and a really good one will help you through the emotional parts of selling a house you loved. Find the right agent by interviewing the ones you've learned through surveys and recommendations. Go with someone who knows the specific ins and outs of your market, the lowdown that is not online. One who knows things like why that good two-story on the block sold for \$20,000 less than the asking price and why the two-story house over took \$20,000. An experienced agent will have information and experience. Price Your House to Sell Go ahead and see sites that give home value estimates for a general idea about prices when deciding how to sell your home. But don't stop there. There are a number of factors specific to your home that an algorithm won't pick up, but your human real estate agent will. An agent has access to data that you don't have. They can do one thing for you called a comparative market analysis, also known as running comps, that checks the price of houses similar to yours that have been sold in the last 90 days. It's like picking up the pulse of the market within a few miles of your house. The agent will give you a market value for your home, and then it is up to you, with the guidance of your agent, to set the price. And the you need to be right. If it is too high, your house will sit on the market for a long time, which wastes its time and can raise a red flag for If your price is too low, you will lose all that value that you worked hard to build on your house. If you price \$200,000, for example, you attract people looking for between \$175,000 and \$200,000, as well as those looking for \$200,000 to \$225,000. Your agent may have tips on how to set the price so that it stays within certain search parameters on listing sites. Let your agent be your guide to setting a price. Prepare the Time of Home so that your house looks the best. By selling your house, you want to make it look like someone else's dream house. Fix everything you know is broken. Fix the little things, like the bathroom that works, the closet doors that don't close all the way, the hole in the fence. Fix the big things, too, like a leaky roof or a faulty HVAC. Home buyers may not notice that the windows are sticking and the wiring is out dated, but an inspector will. Get out of trouble now. Make a professional check any important system that you suspect may have a problem. Clean up like the company's coming. Hire a cleaning service to do a deep cleaning —the kind where they rub the baseboards and toe-kicks and vacuum behind the refrigerator. Home and entrance energy wash. Make sure your landscape is also spiffy: padded boxwoods, cut grass, flower beds. Subject of appeal. Declutter. Tidying up is the way to sell your house. You need to break the mess and make your house look perfect insta. Clean the kitchen counters, pack most of your books and all your panties and take them to a storage unit or give them to charity. Cut off your clothes and give off the ones you haven't used in over a year. Clean the garage, tidy up the laundry, organize the pantry. All this tidying up and organizing sign for potential buyers that your home has been well looked after – and has plenty of room for all your mess. Depersonalize your space. Take you out of the house. Family photo box, your great-grandmother's heirloom quilt, your son's matchbox car collection. It sounds sad, but it's like selling your house. You want buyers to be able to see themselves and their things in the house. They can't make this look like your house. Look at this as the first step to packing your bags to get out. Consider renting a storage unit for the material until you move. Ensare your house. This is a step beyond cluttered, depersonalized and clean. That's when you set up your house to show off your assets and minimize your weaknesses. It usually means moving furniture and making your home look as perfect as a photo in a glossy decorating magazine. Staged houses can sell faster and at a higher price. Staging a house is the key if you moved and the house Empty. A professional stager will bring decoration and make your home look as if it were lived by the most tidy and tasteful minimalists in the world. Some agents have a stager with whom they work, or do if. You can also hire a professional yourself, someone with top-notch design and decorating skills. Paint the interior of your home, especially walls that are of an unusual color. You love the blue Yves Klein in the bonus room. The buyers might not. That's not a criticism of your taste. It's just part of decustomizing your house, all part of how to sell a house. Choose a neutral tone, such as gray or beige. Paint the outside of your house, too, if there is any peeled or used paint, or if you have painted the exterior an unconventional shade that can turn off buyers. Commercial your house ready, defined, market. Once your home reaches the MLS listings, it's time to bring buyers to you. Your real estate agent will handle it, but here's what you need to know. Pictures. This seems easy in a digital world, but many sellers forget to prioritize the quality of their photography. Make sure the photos are well lit, in focus, and high-resolution so they don't pixelate on tablets and smartphones. Your agent may well offer a professional photographer as part of their services to you. If not, consider hiring a professional photographer, especially if you are in a luxury home or in a market where you are fighting for buyers. A good photo album includes: The exterior of your front house. Get your kids' cars and toys out of the garage so that all a potential buyer sees is your home. Each room, and with the curtains open and the lights on. Brilliant is beautiful. Be sure to take trash cans, trash cans, laundry baskets full of clothes and other banal evidence of humans out of the photos. The backyard and local amenities such as the nearby park, the neighborhood pool and the clubhouse. Have a luxury house or a huge piece of property near the water or mountains and thinking: How to sell my house? Take the drone photo to show the surrounding area. Another option for luxury real estate: a night photo of the front of the house illuminated by landscape lighting. Virtual tours are becoming the norm. Buyers faint on them, because a virtual tour takes them by the hand and takes them around the house. You will need to hire an external company to create one. Your agent should be able to connect you with a company that does virtual tours. Again, some agents offer this as part of their listing services. Signage —like the classic Sell sign—is the basics for selling your home. There must be a sign in your front yard with your agent's contact information on it. Especially during open houses, you should expect signs on busy streets nearby with an arrow pointing the way to your home. If you are in a sinuosa subdivision, you may need more signals people to your home. If your home is part of a homeowners association, be sure to see if the HOA is okay with agent signs. Direct mail still works. Your agent will probably set up bulk shipping of a one Full color postcard for people in the area and for area agents who may have buyers wanting to move to your neighborhood. E-flyers are effective. Your agent can combine multiple photos of your home into an e-flyer and email it to neighbors, clients on your mailing list, and other agents in the area, as well as out-of-town brokers. Listings in these paper real estate magazines distributed for free, and digital ads on websites for newspapers and listing sites really help spread the word. Social media is like selling your house in the 21st century. Your agent will likely post your listing on various social channels such as Facebook and Twitter. If not, ask. Instagram, for example, attracts more than 1 billion sets of eyes per month. Ask your agent if she can put videos on social media, not just photos, because videos get more engagement than photos. And put your list on your social channels, too. Word of mouth is old-fashioned, but it works. Tell your friends, acquaintances and co-workers that your home is for sale. Your agent should be working on her network too. Property listing sites will pick up your home listing as soon as your agent put it in mls (Multiple Listing Service.) There's a bunch of them, from individual agency websites to biggies like realtor.com®. Showcase Your Home Open doors and invite the public to visit your home is one of the most effective marketing tools out there. Here's how to sell your house by doing a good showing. Your agent will: schedule an open house for a weekend. Socialize the open house by tweeting about it, posting it on Facebook, posting it on Instagram, and posting it on a neighborhood website like NextDoor. You can help by adding the news to your channels as well. Send e-flyers, run digital ads on local sites, i.e. analog with ads printed in local newspapers and flyers covered in the neighborhood pool and local businesses. Put a lot of signage all over the neighborhood on the day of the open house, and maybe even attach balloons to each sign. There should be a sign with an arrow pointing the way to your house every few blocks on routes from the main streets to your home. Getting attention is like selling a house. Put out flyers and flyers with information about the house that visitors can take with them. You should: clean again. You disaved, depersonalized, repaired and boasted about the place when you listed. Give another pass, especially if you have been living in the house. Hire a cleaning service to give once more. Make special arrangements, such as taking the cars out of the garage and moving away from your home so that the participants of the open house focus on your home and have a place to park. Open the curtains and curtains to let in the light and turn on the lights Your agent will probably serve refreshments. Make sure your house smells fresh, but go slow in the air Some people are allergic to them, and heavy use of them can make shoppers wonder what smell you're trying to hide. Send pets away. Let them go on a game date with a friend, or board them for a few hours. You don't want them to distract visitors from the house. Hide your toys, bowls and beds, too, to avoid smells. Vacate the house during the open. Potential buyers will be more open in terms of feedback if you are not present. Let your agent handle this. Close the offers. At this point, you're probably getting offers on the buyers house. An offer will specify a price, the amount of the downpayment, the amount of the deposit, the terms, the date you will have to leave and any contingencies. When you receive an offer, you have three options: You can accept it as is. You can reject it. You can reject it and counter it with an offer of your own. Counteroffers usually depend on four things: PriceTermsOccupancy (when you move, and buyers move)Contingencies (special conditions) Note, it is rare to reject an offer without counteroffer. It's just like selling your house. Counteroffers are the most common result. Your agent will help you create the counteroffer and then negotiate with potential buyers. Negotiations can be stressful and sometimes worrying. Buyers want the best deal possible. You want as much money as you can get from the biggest asset you have. Emotions can run high, so let your agent do the heavy lifting of communicating with buyers and coming to an agreement. Closing the sale. You accepted the buyer's offer. Woo hoo! Now your agent will help you negotiate the final phase of the sale. This means seeing you through inspection, negotiating any repair requests that may arise from the inspection, and dealing with last-minute obstacles. Inspection. That's when a buyer's housing inspector examines the house for problems such as windows sticking, wiring that's not code-based, or. When they encounter a problem, the buyer will usually ask you to make repairs or take money from the price they offered so they can make repairs themselves. Your realtor is an expert on how to trade these types of orders. Closing day. Finally! That's it, when you sign the papers, get a check, and hand over the house keys. That's how you sell a house. It's an exciting time, and one that's a little sad, too. But you did it. You sold your house! House!