



TIPS FOR SELLING YOUR HOME

Dear Homeowner,

At any time, in the real estate market, there is one thing for sure- the home that's priced right, properly maintained and effectively promoted WILL SELL!

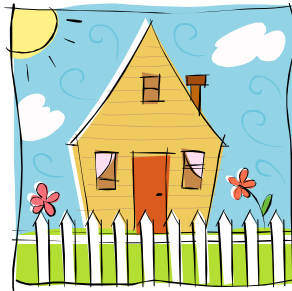
In this brochure, we have compiled over forty years of professional experience in home sales. We know that selling your home can feel stressful, but we want you to be able to enjoy your new lifestyle in a McKee home as soon as possible!

No one can guarantee that your home will sell, however, if you follow our advice you *will* greatly enhance your marketing position and place yourself in that very small circle of homes that are the most active and sell in the shortest amount of time.

Good Luck. We hope that your next purchase is a McKee home!

Sincerely,

THE MCKEE GROUP



[HIRING PROFESSIONALS](#)

In today's volatile market, it takes professional experience and tools to most effectively sell a home. From inspection and appraisal to marketing and closing the deal, professionals can sell your home for more and save you time and stress to concentrate on your new home purchase!

[Appraiser](#)

A Certified Independent Appraisal Company performs a full appraisal of your home to indicate its market value. This is the same type of appraisal done for banks and mortgage companies. This report will substantiate current market conditions and home value, saving you a great deal of time on the market place in finding a buyer.

Realtor

Choosing a realtor is perhaps the most important decision you can make when selling your home. A few tips :

- When interviewing potential Realtors, ask each the same set of questions so that you can compare their answers
- Better to not choose a friend or family member to market your home
- Check referrals and others in your neighborhood who have used the Realtors' services
- Do not tell the Realtor what you think your home is worth - rather ask them to tell you what they think its worth
- Have all marketing plans for selling your home put in writing
- Always use a Realtor that is a member of the Multiple Listing Service (MLS)



Inspector

A licensed home inspector will inspect your home thoroughly in much the same way that any potential buyer will do. Identifying and fixing problem areas can make your home more attractive and prevent possible pitfalls in the negotiation process.

LISTING YOUR HOME

Most of us think we know what our house is worth, but do we really? A professional appraiser can determine the proper value for your home. If you list your home at the appraised value or very close to it, you will eliminate a lot of the competition. Homes priced right are the first to sell in any neighborhood!

A more traditional way of determining value is to ask your realtor to perform a Competitive Market Analysis (CMA). Have two to three Realtors perform a CMA and give you a presentation on how they will market your home.

This is extremely important for several reasons:

- A home priced right sells quickly
- It generally gives you the highest net dollars
- Relieves you of the stress of selling
- Frees up your time to purchase your new home



PREPARING YOUR HOME

De-Personalize the House

Removing personal items is a very important step in painting a picture for potential buyers. This might seem strange since it means removing things like family pictures, sports trophies and collectible items. It really is best to pack them up and put them in storage.

Remove Clutter

EVERYTHING that is not regularly used needs to go into storage. This can be a difficult thing for you to realize since clutter does not necessarily mean junk, but years of everyday living. Clutter does collect on shelves, counter tops, drawers, closets, garages, basements and attics. Your goal is to showcase your home and emphasize spaces and designs. ALL areas need to be clutter free. Don't forget knick knacks!

Closets, basements, attics and garages are a major source of clutter. Items such as rarely worn clothes, seasonal items and sports equipment should be removed and stored.

A room full of furniture and accessories fits your life style, but distracts from a potential buyer. If you can't seem to remove stubborn stains, consider a professional cleaning crew for a one time clean.

Fixtures and Plumbing

Plumbing and fixtures throughout your house should be shiny and work properly.

Painting and Wall/Ceiling Repairs

Painting can be your best investment when selling a home. It's not too expensive and often can be done yourself. White and off-white appeal to the widest number of buyers, while expanding spaces. In many cases, it's better to remove drapes and let the light come in!



Carpets and Flooring

Have carpets professionally cleaned and all stains removed. Repair or replace broken tiles and hardwood floor cracks.

Windows and Doors

Everything should open and close easily. A spray of WD40 can help with sticky windows and squeaky doors.

House Odors

If you smoke, anyone entering your home will know immediately. If you follow our suggestions on painting, carpet cleaning and a professional service for a one time clean, then the majority of smoke odor has been removed. Pets also create odors that you have become used to, but are very noticeable. Keep the kitty litter box clean and sprinkle carpet freshener on rugs.

FIXING UP THE EXTERIOR

A buyer's first impression is made by the outside of your home and can make or break a sale. Do not underestimate the importance of curb appeal!

Landscaping

Your front lawn should be immaculate; it sets the tone on how well a home is maintained. The lawn should be cut, clippings removed and edged. All shrubs and trees should be inspected and pruned as needed. Seed or sod any bare spots. Add colorful flowers to give it the finishing touch!

House Exterior

Stand across the street and look at your house. Does it need to be painted? Does the roof have serious worn spots? If the answer is yes, you'll need to make the decision to have work done. This will go a long way in producing the right curb appeal and bringing offers to your home. Many times, a fresh coat of paint on the front door and some trim areas is all that is needed. Polish up or replace the front door knob, it's all part of that first impression.

