

SELLERS: 24 DOS AND DON'TS IN THIS CRAZY MARKET!

- 1. Don't wait for spring** to put your home on the market along with everyone else. People buy year 'round. Focus the photos and words on the season you choose.
- 2. Be accurate with your pricing.** The Internet allows a home shopper to compare locations and every feature room by room. Testing the market takes months; new is good, old is bad.
- 3. Run monthly sold and listed comparables** on your home when it is on the market. Ask your agent for a phone update twice a month. If you expect to sell in the average four or five months that is only 8 or 10 phone calls... not too often for your investment and hopes. Use active listings to see the same homes that buyers see.
- 4. Fix your home before you put it on the market.** If not, alert shoppers will discount your home or think you don't care.
- 5. No major investments in style and taste.** Use small changes to catch the eye to support your sale price.
- 6. Vacation homes are a 'want' not a 'need'.** Respect the market choices buyers have including waiting another year. Try to contribute to the excitement.
- 7. Focus on curb appeal** with an easy, attractive walk to the front door. Get the buyer inside the house – or no sale.
- 8. Furniture shopping for a mountain home 100 miles away** can be a drag. That's why most homes sell furnished, and why the appearance can be critical.
- 9. 100 miles from home is why most shoppers don't just drop by** to see a couple homes. An Anaheim home might see 20+ shoppers a week. Arrowhead often must fit a schedule of 10 am to 4pm, just one day and two to four weeks before they return.
- 10. Realtor.com is the first stop** in home shopping – and the only stop with every Arrowhead home! Plan on 25 photos, a bullet list of 10 to 20 top features and several hundred words about the story of joyful mountain living.
- 11. Don't just assume** that the agent who sold you your house will be a good fit on the selling side. The talent requirements are quite different. In these challenging times be sure you have a full time agent.
- 12. Don't accept verbal offers.** Period. It is a favorite technique to test your price without a commitment.
- 13. Respond promptly.** It is too easy for a buyer to get cold feet or keep shopping and select your competitor's home.
- 14. Ask a prospective agent to treat you like a buyer** – literally, and present your home to you. Just nod and listen. You'll know if you have the right agent. P.S. Try it on the phone, most shoppers get their first impression on the phone with an agent.
- 15. Use a real estate office corporate web site too.** It is impressive when the company supports your home sale presentation.
- 16. Get some help** from your agent or a professional home stager. The comfort of your style may not have the broadest appeal. If your agent has the talent, save money.
- 17. Do spruce it up.** Listen to your realtor and make improvements to your property that won't cost a lot, but will make your property look its best.
- 18. Be realistic.** The exciting prices that were set during the peak probably are lower and no longer sell.
- 19. Focus on the first two months.** It is the most important. If your goal really is to sell, price to sell, yet be patient and calm. This is a new, uncertain economy with nationwide re-pricing.
- 20. Low ball offers happen.** But your agent must present the offer to you. You can say NO and have your agent include a list of closely comparable sales to support your price in a counter offer. You can't compete with foreclosures or bottom fishers, 30% -40% under. Say NO with encouraging words.
- 21. Negotiating is a high skill.** Not all agents are equal and the agent is your spokesperson. Don't be offended by aggressive buyers nor respond in kind. Be prepared. Their first offer may be a test. Offer constructive responses. Never ignore an offer. Lean on your agent; that's what he/she will be paid for. Two, three or four counter offers can be difficult, but hang in and get a good price.
- 22. Arrowhead weather can be hard on a vacation home.** Closed windows in the summer can make a home feel like an oven; open windows produce lots of dust; winter has fewer shoppers, but a 40 or 50 degree home may chill a sale. Work with your agent to find the best balance.
- 23. Declutter – tone down.** Your convenient and fun stacks of stuff are distracting from the main point, your home's best features. Potential buyers need to imagine themselves living in your home. Make it easy by removing the extremes of color, wall coverings, décor, and stacks of...
- 24. Move on mentally.** Lake Arrowhead is special, with hundreds of memories. Saying goodbye may be hard to do. Don't take a low offer or a buyer's remark personally. Think of it as free advise to help you move on sooner.

Written by Bob Bailey, CAR license #01040125, Coldwell Banker Sky Ridge Realty.

Over 20 years of Arrowhead sales, call Bob or Patsy for questions and answers at (800) 987-9320.

*We live by the Rotary International **4 WAY TEST** of the things we think, say or do. #1 - Is it the TRUTH? #2 - Is it FAIR to all concerned? #3 - Will it build GOOD WILL and BETTER FRIENDSHIP? #4 - Will it be BENEFICIAL to all concerned?*