

# The Blunt Truth

by Rich Giglia

For many reasons you have now decided to sell. There are a dozen more categories to discuss, decide upon and manage through, but I only have room today for the first three. Selecting an agent, Condition of home and Price.

A full time, knowledgeable and experienced, local agent will be your most beneficial partner in the many steps to this process, as you will better realize, even as we focus on just these three.

Like anything else for sale, the condition of a home, plays a big role. Value shopping is the way of the world. Offer out a good hassle free value and the house will sell. Notice I didn't say lower price, but good value. There are several ways to increase the value of your home, without renovating, and since each home is unique, the tasks may differ, so for now, we'll take a broad look. Hiring a home inspector before your buyer does, is money very well spent. Knowing and correcting defects in advance will surely impress your buyer when their inspector has little or nothing to scare them back to the negotiating table with. Several defects, even minor ones, may give the buyer the impression that the house was not maintained properly, when it actually was. I took a buyer to a house recently and the bulbs were out in the garage and back porch lights. As a result, the buyer wondered what else was neglected if a simple fix like that was ignored. After reviewing an inspector's report, if you're working with a limited budget and can't address them all, your experienced agent will have a better idea which ones to prioritize, so you can spend repair money wisely. Typically, the credit amounts a buyer wants for repairs left for them to address, will be much higher than the actual cost to have them done yourself ahead of time. In my opinion, you will have that cost covered with a higher sales price due to presenting a well maintained, worry free home already.

Have your experienced local agent show you what your house should sell for, not just tell you. Study the Current Market Analysis (CMA) your agent has prepared to be sure the homes are not significantly different than yours. An agent that isn't local doesn't know traffic patterns or the nearby streets and sections like you do. Perhaps a certain section of your neighborhood sits lower and floods easier or is closer to the distant highway and is noisy at times. When deciding on price, a very important question to ask your agent is this; when a buyer leaves my home, which homes are they visiting next, and how do those compare to mine? More to follow.