

7 Entice Buyers with Incentives & Concessions.

By offering flexible terms and tempting perks, you'll set your home apart from the competition. Welcome a variety of finance options, including seller financing. Offer to pay closing costs, include the washer and dryer, or give a carpet allowance. Buyers like to feel they are getting a good deal, and will be less aggressive in negotiating price when you have offered concessions up front.

8 Make an Emotional Appeal.

Buying is an emotional process. Help buyers form an emotional connection by displaying tasteful seasonal items such as an autumn wreath on your door or bright summer flowers on your door step.

9 Know What Motivates Your Buyer.

A couple expecting a baby may be under pressure to buy before the baby arrives. First time homebuyers may have limited cash and need a seller that can pay closing costs. By knowing the driving force behind your buyer's decision to sign, you'll have the upper hand in the negotiating process.

10 Resist the Urge to Move Out Early.

Vacant homes don't sell as fast. Buyers find them cold and unappealing and have a hard time judging the scale of the rooms when they are empty. A vacant home will also tip off buyers that you have purchased another home and may be carrying two payments. If this is a motivating factor for your sell, buyers will use it to drive down your asking price.



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READY, SET, SELL!



10 Secrets of the Pro's That Will Sell Your Home *Fast!*

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Regardless of your reasons for selling, a fast sale is important in securing top dollar. Sellers committed to a quick sale bring their home to market with a contagious energy and enthusiasm that excites and motivates buyers.

New listings create a sense of urgency in interested buyers who may fear your home will be snatched up over night.

Conversely, knowing that a home has been on the market for a few months can taint its image in the buyer's mind and even raise unwarranted suspicion. They may begin to view your home in a "too good to be true" light that can make negotiations tedious.

1 Price Fair. Avoid overpricing. An inflated price tag tells buyers that a seller is inexperienced or unreasonable. Most buyers shop within a firm budget, often set by their lender. If your home is overpriced, you could be excluding buyers that are able and willing to pay what your home is actually worth. If you list your home at a fair price from the start, you'll set



realistic expectations and attract a broader market.

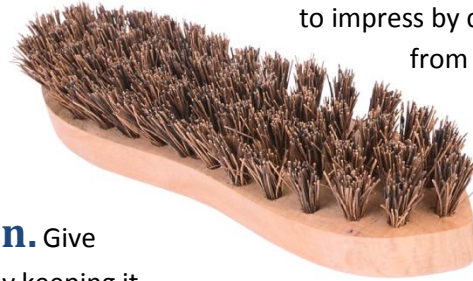
2 Research Your Market. Establish an average price per square foot by researching recent home sales in your neighborhood. Use this and the list prices of comparable homes on the market as a guide.

3 Make a Good First Impression. Give your home curb appeal by keeping it clean, green and inviting. Put out a new doormat and some potted flowers, clean your windows, and upgrade your porch lighting to create a welcoming entrance.

4 Mimic Model Homes. If you have ever toured a model home, you no doubt were inspired by its clean and bright décor, comfortably appointed rooms and tidy presentation. Builders hire professionals to decorate and stage their homes for maximum appeal to buyers. Put their methods to work for you. Paint your walls in bright neutral tones. Pare down furniture, clear out clutter, clean windows to fill rooms with natural light, and stage each room

around a focal point.

5 Spring Clean. Buyers often look to the cleanliness of a home as an indicator of its underlying condition. Less-than-clean homes give the impression of being neglected. Set your home up to impress by cleaning each room and closet from top to bottom. If the job proves too big to tackle alone, hire a maid service. Specify that you need a spring cleaning so they understand the time and effort required and make sure to cover areas not included in regular visits like blinds, light fixtures and baseboards.



6 Partner with Your Agent. They may have the industry experience, but nobody knows your home like you do. Join forces with your agent to facilitate a speedy sale. Bring your neighborhood knowledge and insight, and your marketing ideas to help create a comprehensive sales strategy that suits your specific needs. Sometimes the only thing standing in the way of a fast sale is the seller themselves. Make every showing a priority by preparing your home as if this buyer is "the one." Be a team player and trust your agent's experience.

