

## Seller Information

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5 Things to help you sell your home.

1. Prepare yourself to sell your house.

Do your best to see the house, no longer as your home, but as a product to be marketed.

This takes some work, especially if you have been in the home for a number of years and have many memories there, but it is necessary if you want to maximize your potential.

2. Consider a professional whole house inspection.

An inspection will most likely uncover any major defects before they can cause trouble with a potential buyer. It also is a signal to buyers that you are a responsible seller.

3. Prepare the house.

Stand back and look at your house as objectively as possible. Would you buy this home?

Ask friends and neighbors to do the same, asking them to be totally honest. Overlooking flaws could cost you money! Get them fixed before you put the house on the market.

4. Do what is necessary to make your house stand out from the competition. Make certain

that your house is fresher, cleaner, and better maintained. Familiarize yourself with effective marketing and advertising techniques.

5. Remove most of the "imprint" that you have made on the house.

Having a few family pictures around is fine, but if your house is a "shrine" to your

family--walls full of personal pictures--you should take some steps to depersonalize it.

Buyers must be able to envision themselves in the house, which is nearly impossible if everywhere they turn they stare at you!