



**TOP 10 TIPS
TO SELL YOUR
HOME FOR TOP
DOLLAR THIS
SUMMER**

- 1. You only get one chance to make a first impression.** Clean, clean and clean again! Less is more in each room, so spend time decluttering and consider putting some non-essential items in storage to make the house seem larger. Trim and spruce up landscaping as well.
- 2. Neutral wins.** Fresh, neutral paint and newer carpeting go a long way in helping a buyer to see a house as “move-in-ready”.
- 3. Consult with a professional stager.** This does not necessarily mean bringing in different furniture. A staging expert can help re-envision existing furniture placement to make each room look its best.
- 4. Don't underestimate the power of quality, professional photography.** Cell phone “DIY” photos are not the best way to represent all your property has to offer. Property photos are now your listing's first showing. Maximize the number of interested buyers by catching their eye with high-quality, well-lit photos taken by a professional real estate photographer.
- 5. Ensure your home is priced correctly.** Even a small amount of overpricing can ultimately result in longer time on market and selling for less than market value. Your neighbor likely sold quickly for above list price due to low inventory, not due to underpricing.
- 6. Have a well-thought-out marketing strategy.** There are a lot of strategic decisions to make when putting your property on the market that can have an effect on how quickly and at what price you sell for. When to list? Coming Soon status or immediate showings? Give serious thought to these questions when entering the market.
- 7. Maximize market exposure.** Even in a seller's market with less competition, getting your property in front of the maximum number of buyers can land you a higher sale price.
- 8. Don't be tempted to sell in an hour (or the first day on the market).** Depending on price range, one offer may not be enough to get top dollar. Don't let convenience prevent you from considering other buyers with interest in your property and allowing enough time for them to see your house.
- 9. Be prepared to knowledgeably negotiate.** The current real estate environment of frequent multiple offers demands expert negotiation skills.
- 10. Enlist a real estate professional.** The advice of a seasoned real estate professional can help you with this entire list. Put their expertise to work for you in order to help maximize your final sales price and take the guesswork out of the selling process.



ABOUT THE AUTHOR

Ellie Kowalchik, a real estate agent with Keller Williams Pinnacle Group, leads the top-ranked Move2Team. A multi-million dollar producer and company sales leader, she holds the advanced designations of Seller Representative Specialist, Certified Residential Specialist, as well as e-Pro with a focus on technology. She was also named one of America's Best Real Estate Agents by RealTrends in 2018, 2019 & 2020.

Have real estate questions you'd like to see answered in a future edition of Ask the Expert? Give Ellie a call at (513) 536-6831 or email her at EllieKowalchik@gmail.com.

