

# How to Sell Your Home at the Highest Possible Price

To sell your home for the highest possible price, you need to avoid common mistakes! Small mistakes can cost you hundreds, even thousands of dollars. Avoiding these mistakes is easy. Just follow the simple guidelines in this report and you should be able to get the maximum return on your investment.

**1. Distress Selling:** At times, selling quickly is unavoidable. That's when knowing the right techniques to sell your home, without looking desperate and making yourself a target for low bidders, really pays off. Know all there is to know about your market before listing and work hand-in-hand with the right real estate professional. Ensure you are not settling for the first offer through the door.

**2. Best home in the Neighborhood:** Your home is one of your most personal possessions. Don't be blind to flaws and needed cosmetic improvements. This will cause over valuing of the home, hurting its chances to be sold. Listing with the right agent gives you a well-informed third eye that will help you price your home at a fair market value. a well-informed third eye that will help you price your home at a fair market value.

*\* **The right agent can save you hundreds even thousands of dollars.***

**3. Limited Home Viewing:** Buyers want to view a home on their own time schedule. Unfortunately their time schedule does not always coincide with your time schedule. Leave a key with your agent so your home can be shown when you are not around. You never know if the one who got away was your next home buyer. Your home should be available from 9:00a.m. to 7:00p.m. daily.

**4. Restrain Emotional Decisions:** Don't allow a few hundred dollars, which would mean very little to you in the long run, ruin a sale. Think about it! Take a look at the big picture and react rationally. Use sound business judgement!

**5. Make Cosmetic Improvements:** Prospects make up their minds within the first few minutes. First impressions can make all the differences in selling your home. Spending \$1,200.<sup>00</sup> on new carpets might add another \$2,000.<sup>00</sup> to \$4,000.<sup>00</sup> to the price of your home. Get an objective point of view from your real estate professional. They can provide you with a list of items that will maximize the profitability of your home sale.

**6. Disclose Property Flaws (Don't Masked Them):** In Alabama there is no law requiring Sellers to produce a property disclosure. However, giving all known information to the buying public, will influence buyers to look at your home and give great consideration to making an offer. If you are unaware of flaws or defects or worse, attempting to cover them up, you risk losing the sale and finding yourself in court. Get professional assistance from your agent, who can introduce you to several home inspectors and ensure the smooth sale of your home.

**7. For Sale by Owner:** Most homeowners, who decide to sell their own home, do so because they believe they can save the commission paid to the real estate Broker/Agent. Everything has a price, and selling a home carries a high one. The amount of time and effort required to sell a home often surprises the For Sale By Owner. Furthermore, many costly mistakes can be avoided with the right guidance.

**8. Refusing to trust Your Agent:** Would you tell a physician that you've decided to run your own tests and come to your own diagnosis? By choosing the right **Realtor®**, you can relax and trust their judgement. The right agent is a valuable team member, who will protect your best interests and make your sale as profitable as possible.

**9. Know Your Market:** Most homes that do not sell in their first listing period are usually priced too high. Consequently, most homes that sell quickly are priced too low and cheat the homeowner out of profits. You need to understand your market and evaluate the value of your home based on fact, not gut instinct or conventional wisdom. A professional agent will know and understand your market.

**10. Choosing a Realtor® Based on Personal Relationships:** Home sellers often pick a friend or family member as their agent. This may be the easiest method or the political correct thing to do . . . But can you fire them? Can you strongly debate with them when you are upset that movement is not in line? Think about it! Choose an agent with a strong track record in negotiating and having a good/positive written plan of action. A producer knows their market well and can generate many selling techniques to fit your area or neighborhood. Selling your home is one of the most important decisions you'll ever make! Base it on good, sound business sense and the rewards will add up.

Before you make one of your most important decisions (whom to list your home with) shouldn't you become as informed as possible? By aligning yourself with an agent that is strong and has above average negotiating skills will ensure that all the significant and seemingly insignificant, (but very important), details are handled professionally and in your best interest. Your home sale should not be a grueling ordeal. And the more informed you are, the better chance you have of making a good sound business decision. Hire an Agent that will talk openly and skillfully with you. Your agent should spend, valuable time with you ~ educating you on the market and the full process in which their marketing plan works. Make sure they have a plan of action written down and a copy given to you. Thus, you will be able to follow the day by day work of your agent.

My hope with this report has been to help educate you and help you avoid the pitfalls many home sellers go through. I hope you found the ideas valuable and if there is ever any way I can be of service to you or anyone you care about, please contact my office @ **(334) 356-9700**. **Your initial consultation is always completely free of charge and you're under no obligation to**

**Ron Hidalgo or**



*whatsoever.*

We'll sit down for 20-45 minutes.... no high-pressure, just plain, honest talk about what it's going to take to achieve your personal goals. Go ahead, pick up the phone and give me a call. I'd love to hear from you! If you would like to speak to me and not go through our office line, call **334.546.1410**. This is my cellular phone, and it's on from **6:00a.m. to 9:00p.m.**

**An Intelligent decision is to call ~ Ron Hidalgo TODAY!** Thank you for your consideration.

Sincerely,  
**Ron Hidalgo**

**"Professional and Quality Service is not Expensive,  It's priceless!"**

Ron Hidalgo, REALTOR®/Broker associated with **Saunders REALTY**, Montgomery, AL. 36109  
(334) **546-1410** or (334) **356-9700**

**Ron believes, "Professional and Quality Service is not Expensive, It's Priceless!"**

**"We earn your business and work to obtain your trust and commit to your success!"**

