

Home Seller Checklist

Top 10 Things to Do When Selling Your House



1 BOOST CURB APPEAL

Before any potential buyer ever sets foot inside your house, they are going to immediately begin to form an opinion as soon as they pull up. Think about the first things they will see and then go the extra mile on improving your curb appeal.

2 MAKE REPAIRS

That one burner on the stove that won't light, the bedroom door that doesn't close properly or the shingle hanging off the roof —can all be turnoffs to potential buyers. Take the time to fix those small, and sometimes not so small, broken things around the house.

3 USE A REAL ESTATE AGENT

Real estate agents get buyers in the door, which is exactly what you want when trying to sell your home. They are also experts at marketing, staging, negotiating, filling out contracts and making sure everything goes right during the selling process. Your effort will be greatly reduced, and you will probably sell your house faster than if you went at it alone.

4 KNOW THE COMPETITION

It might be wise to attend some open houses in your neighborhood, so you have an idea of what you are up against. Along with pricing, you can check out the condition of the homes and see where you are falling short.

5 PRICE REALISTICALLY

It's easy to get a little too ambitious in a seller's market, but over-pricing your home can work against you. Most buyers will know what the typical house sells for in your neighborhood. Stay competitive by finding out what your house is really worth and pricing it in line with other houses that have recently sold in the area.

6 DE-PERSONALIZE

Prospective buyers need to imagine themselves living in your house. This can be difficult if your walls are filled with family photos and personal memorabilia. Remove everything that marks the house as your territory.

7 DE-CLUTTER

Clean rooms that are free from clutter, books and keepsakes are what buyers want to see. Leave tabletops and countertops empty, except for maybe a vase of fresh flowers here and there. If you are still living in the house, pack up your personal belongings and put them in storage.

8 THINK ABOUT LIGHTING

A home with dark, dingy rooms might be a tough sell. Try to show your house in the best light possible — literally. Make sure all the interior and exterior lights are working. And use high-wattage bulbs to give the home a light and airy feel.

9 TELL YOUR NEIGHBORS

Getting the word out is essential when selling your house — and who better to decide who moves into the neighborhood than your neighbors. Post the listing on the neighborhood Facebook page, or send a quick note and a few pictures to your community email list. You or your real estate agent can also host an open-house block party to give everyone a chance to see the house in person.

10 SHOW THE HOME

The house must be shown in order to be sold. Make it easy for real estate agents to bring potential buyers around and give them a tour of the home. If you're still living in the house and don't want your privacy interrupted, decide on certain times of the day or week when the agent is free to bring people around.



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