

## Sample Article - 3 Things to Know Before You Decide to Sell Your Home

Selling your home on your own can be quite a daunting process, filled with emotions and worries about how to do it and what to look out for. The process can, in fact, become much easier and quicker if you acquaint yourself with certain aspects to the process. The following are three things to know before you embark on the house-selling journey. Keep these in mind as you go through the process and you will come out on top.

### ***Ability to negotiate effectively:***

Ask yourself whether or not you possess the skills necessary to successfully negotiate the sale of one of your most valuable possessions. Make sure that you can effectively manage the process through to a close against an experienced broker or real estate lawyer. You may go up against professionals who are seasoned negotiators and know the sale process very well, they might propose all sorts of terms and conditions that sound reasonable but really aren't in your best interest. Make yourself aware of all the implications that go with those conditions. It is good to know that a lack of experience in serious negotiation can be a big disadvantage and people can ultimately walk right over you.

### ***Get Your Home into a "Showing Shape" on a Small Budget:***

After the walls have been painted, the hardwoods refinished, carpets cleaned and the place is cleared of clutter, you should spend time on setting the stage for the perfect showing every time you are going to show it. Your efforts should be directed on appealing to your buyer's five senses. Make sure, however, that you do not add unnecessary features to your home. This may increase the capital, but it will not always ensure a fast sale. Rather make small changes and repairs to create a mood instead of redecorating the whole house. Remember that people want to paint their own canvas, so you should not act as their painter. New light switch covers, re-grouting of tile surfaces, polishing or refinishing hardwoods and wall papering in selected rooms are options to consider.

### ***Market, Promote, Advertise:***

Selling a house on your own means telling people about it on your own. People will not come to a showing if they do not know about it. Familiarise yourself with effective house marketing strategies and determine your market (the people who will be looking for your kind of house and those who can afford it.) There are several ways to attract buyers and create quality traffic and it is fortunate that the successful campaigns are those that cost little money. Sunday newspapers, radio, television and billboards are not ways to go. What generates the most traffic is good-looking signage, prospects, brochures, a broker's network of associates and open houses.

Before you start making repairs, before selling your home or marking dates on your calendar for an open house, it is smart to prepare a home selling plan. Of course, you want the best money your house can generate, but you could make costly home selling mistakes if you are too hasty and ignore finer details.



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