

Selling 101: "The Real Estate Cheat Sheet"

Real estate sales are unique by nature. Multiple components interplay creating a transaction with liabilities as a byproduct. We always recommend using a Realtor, but our cheat sheet will get you started in the right direction if you're thinking of going it alone..

The Seller's Cheat Sheet



The Seller's Cheat Sheet Will Guide You Through a Smooth Transaction

Make a Plan

As with most business operations, you will need to draft a plan. Separate your wants from needs to direct your attention towards the most essential steps. In addition, your plan will need to cover moving costs and where you are planning to move. (TeamDuffy Selling Plan Workout Sheet)

Research

It's time for a drive! Start examining other listings in your area through physical inspection and online browsing. Don't hesitate to contact local agents for more information. Be careful, most agents will ask you to sign a contract prior to talking with you. You have the right to refuse.

Understand

No two real estate markets are the same. Each area maintains a unique culture which attracts specific kind of buyers. Develop an understanding of your neighborhood's buyers' potential and what marketing areas will attract you more offers. See our iBuyer comparison chart and statistics page to see if you're in a sellers or buyers market.

Estimate Costs & Profits

Will you make a profit? If yes, then how much you are expecting. If no, then what amount of the sale is costing you. In most cases, careful planning can change losses into gains. There is no need to go in-debt yourself. Make sure to discuss possibility of profits or loss with your accountant. Check out typical costs on our Sellers Resources page.

Prepare

When you visit any store, you will avoid any of those which look untidy or dirty. Similarly, your property needs to be cleaned in order to attract potential buyers. Simple touch-ups will help your property look well, while renovations will help your property excel beyond the competition. Be careful to make unnecessary improvements unless you know absolutely it will bring you that Return on Investment (ROI).

Market

Time to bring out the camera! Simple written description is not enough. In our visual time, buyers demand color-rich marketing flyers with photos and video showing both exterior and interior of your property.

Review & Audit

Give every offer an equal opportunity. A useful measure for a good offer is attached documents. Buyers represented by agents are usually better potential buyers because their agents had already prepared them for offer making. Audit all the required paper work to ensure no legal liability fallout as a result of negligence.

As a Last Tip...

Hire a professional! Hiring a qualified licensed real estate agent will shorten your listing period and simplifies the process even further. In addition, real estate agents utilize their knowledge and experience to make you avoid legal liability.

And We're Not Stopping There

We've got a lot more tips for you too, click photos below! Give us a call & we can help you out! When you have questions, [Alicia Duffy](#) will give you answers that you need whether you're a first time homeowner, selling your property or avoiding a foreclosure. See the Duffy difference with a sneak peak of our listing presentation on our [YouTube.com/TeamDuffy](#) channel.

