



The 6 Strategies Of Highly Successful Sellers

March 2010



 Molly Ellis

Associate Broker
**AB, ABR, ASR, CLHMS,
CRS, CNE, GRI, EcoBroker,
e-PRO, TRC**

Business: 360-692-6102
Seattle: 206-282-5340
Cell: 360-620-2690
mollyells@windermere.com
www.mollyells.com



Windermere Real Estate/West Sound, Inc.
9939 Mickelberry Rd NW - Silverdale, WA 98383

If you are already working with an agent, this is not meant as a solicitation for that business.

What's the difference between smart sellers and sellers who can't get their homes sold? It's simple: smart sellers use proven strategies to get the highest price in the shortest period of time. Here are six strategies for success when selling your home:

Strategy #1: Price it right.

Smart sellers know that their house is going to sell at "market price", and not at some hopeful level above the going price. They are calmly logical when it comes to assessing where their property currently stands in **today's** market, even if it was worth more in previous years.

Strategy #2: Make it "show-ready".

Smart sellers clean and get rid of clutter inside their homes, and they spruce up the outside for maximum "curb appeal". I'm not talking about major or enormously costly projects – just simple things that keeps the house looking sharp for potential buyers.

Strategy #3: Be flexible about showings.

Smart sellers are willing to get out of the house at a moment's notice. Yes, this interrupts your evening or weekend activities. It does, however, help you to get your house sold *faster*, which is what you want to accomplish. The more people that can get in to see the property on *their* schedule—not yours—the sooner you will have your home sold.

Strategy #4: Allow open houses.

Smart sellers know that Broker Open Houses attract buyers. They make sure that their agent understands the value of holding them. During the Brokers Open, they are far away—leaving a true professional to handle the selling.

Strategy #5: Listen to the expert -- your agent!

There is a reason real estate agents exist. They wouldn't be needed if they didn't offer a valuable service.

If your agent recommends a certain type of marketing, it's because he or she *knows* from experience that it works. If your agent recommends a price reduction, it's because your price doesn't match the current market. Listen to the expert, and take the action they suggest.

Strategy #6: Negotiate!

Smart sellers don't turn their nose up at low offers. They see them as opportunities for negotiation. They get excited about *any* offer. They work with their agent to play a little "back-and-forth" in an effort to get the terms – whatever they are – to be more to their liking.

Isn't it time for you to become a smart seller? Just give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. I'll make you the smartest seller on your block—with a "SOLD" sign on your lawn in no time.

 Specializing in the Difficult
Excelling in the Impossible®