

## **EASTERN REALTY**

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### ***Listing Your Home***

#### ***Determining the Most Effective Listing Price***

We will review comparable sales (“comps”) of recent sales and current market conditions to determine the most effective listing price. A properly priced and prepared means more buyers, which yields a higher price.

Market timing is also extremely important. In suburban areas, the most common time to list is in the spring or early summer. Most families want to close on a home in the late spring or summer, so they can be settled in their new home for the upcoming school year.

#### ***Countdown***

It takes time to prepare a property for sale. To get the best price and increase the number of potential buyers, it is helpful for you to start preparing well in advance of the marketing photographs and the listing date.

#### ***Curb Appeal***

There are many ways you can make your home stand out from other homes on the market. It is important for your home to look attractive from the street i.e., that it has curb appeal. This provides buyers with a positive first impression.

- Make entries inviting. Consider repainting the doors, and clearing debris and clutter from the yard and walkways
- Landscaping. Tend to your lawn (fertilize, water, mow), prune the hedges and trees, and pull weeds. Pot or plant colorful annuals and perennials. If you are not able to tend to this while the house is for sale, we can refer you to a landscaper
- Consider a fresh coat of paint or stain. If you do not have the resources or time, consider pressure-washing your home, walkways, and gutters

#### ***Home Improvements/Staging***

Small improvements can make a big difference:

- If you have hardwood floors and they look worn, you may want to consider having them buffed or sanded, and coated with urethane
- Consider a fresh coat of a neutral colored paint, or repainting rooms with unconventional colors or colors that make the room look smaller. Repainting molding and trim can help freshen a room
- Consider painting or resurfacing tired cabinets
- Consider replacing outdated bathroom vanities and fixtures
- Fix the small stuff. Consider new door handles, faucets, towel rods, curtain rods, replacing outdated hardware, replacing shower curtains, painting fences, and fixing driveway cracks. These are very visible items that are inexpensive and easy to replace
- Consider replacing outdated light fixtures. Consider accent lighting to highlight selling points. Make sure all light bulbs have been replaced and lights are working

- We like to foresee items that will be an issue for home inspectors. It might cost the owner a small amount for the repair, but a home inspector (who represents the buyer), may inflate the price, or make it sound more complicated than it needs to be. This will be used in negotiations to lower the price
- Windows. Window treatments can impact the room's atmosphere and give it a fresh, crisp look
- Set the table. Fresh tablecloths, placemats, and decorative flowers can make your home look more inviting

### ***Cleanliness***

This shows that a home is well taken care of and helps make it sparkle.

- Tidy cabinets, garage, and closets before an open house or showing
- Consider recaulking and repainting kitchens and bathrooms to give them a fresh, clean look
- Clean bathroom and kitchen tile, and regrout, if necessary
- Clean rugs
- Wash interior and exterior windows
- Clean window treatments and shades
- Declutter

Cramped and cluttered rooms can make your house look smaller and discourage buyers. Store excess furniture, personal decorations, family photos, toys, litter boxes, and pet toys. Change old dish towels and sponges. It is best to pack items you do not use on a daily basis. This also gives you a head start on moving.

There are a number of mobile pod services; PODS [www.pods.com](http://www.pods.com), Door to Door Storage [www.doortodoor.com](http://www.doortodoor.com), and Uhaul [www.uhaul.com](http://www.uhaul.com) are just a few of the services available. The storage units are delivered to your home and sent to a storage facility when you finished packing. They can then be delivered to your new location at a later date. If you plan to move across country, be sure to price in the cost of the move.

Remember, you do not need empty the house. Ideally, you want rooms to look open and more spacious. Your furnishings can also add to a home's atmosphere and can help show accentuate features and character.

It is important that a home is clean or organized while it is being shown for sale. Please let us know if you would like a referral for a housecleaning service or professional organizer.

### ***Paperwork***

Try to locate paperwork prior to listing the home for sale. For example:

- Upgrades and age of appliances. Do note if they are Energy Star appliances. We may wish to get estimates for replacing dated appliances such as furnaces and water heaters. Knowing replacement costs can give us an edge in price negotiations
- Utility bills. If you have an old furnace, but it is efficient and cost-effective, or you have a large lawn, but a low water bill, utility bills may help make the home more attractive to a potential buyer
- Current mortgage information. This will help us know how to proceed with marketing and negotiations, as selling a short sale is different than an equity sale. Precise dollar amounts will also help us estimate net proceeds, and help determine marketing strategy
- Operating manuals for appliances, HVAC system, and applicable warranties

### ***Consider Your Schedule***

In addition to planning all of the above, sellers should also think about their daily schedules. Daily schedules and work schedule may need to be shifted to help accommodate showings, move items, clean, or move pets, particularly during showings and open houses.