



SELLERS GUIDE

Where to Start



Contact us at PateraProperties.com or call us (703) 560-1300

Where to Start

Selling your property can be exciting in this competitive market. You also want to be sure to get the best exposure and have the strongest team possible to handle the transaction.

Here are some helpful tips for getting started.



Start by finding out what your property is worth. Contact a real estate agent for a Comparative Market Analysis (CMA), an informal estimate of price based on the recent selling price of similar neighborhood properties. Or get a certified appraiser to provide an appraisal.

BREAKING DOWN THE DIFFERENT VALUES:



A certified appraiser who is trained to provide the estimated value of a home determines its appraised value. The appraised value is based on comparable sales, the condition of the property, and several other factors.



Market value is the price the house will bring at a given point in time once you and the buyer establish a “meeting of the minds” on price.



The list price is your advertised price, or asking price, for a home. It is a rough estimate of what you want to complete a home sale. A good way to determine if the list price is a fair one is to look at the sale prices of similar homes that have recently sold in the area.



The sale price is the actual amount the home sells for.

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Next, get busy working on the home's appearance. You want to make sure it is in the best condition possible for showing to prospective buyers so that you can get top dollar. This means fixing or sprucing up any trouble spots that could deter a buyer, such as squeaky doors, a leaky roof, dirty carpet and walls, and broken windows. Your real estate agent can help identify key focal areas.

SOME HELPFUL TIPS WHEN ANALYZING WHERE TO SPEND YOUR MONEY:



The “curb appeal” of your home is extremely important. In fact, it is the first impression that buyers form of your property as they drive or walk up. Make sure the lawn is pristine – the grass cut, debris removed, garden beds free of weeds, and hedges trimmed.



The trick is not to overspend on pre-sale repairs and fixups, especially if there are few homes on the market but many buyers competing for them. On the other hand, making such repairs may be the only way to sell your home in a down market.



Kitchens and bathrooms are key areas where return on your presale investment can be gained. Always budget with the Cost versus Return on Investment in mind.

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