

# How to Get Top Dollar for Your Home—Fast!

Selling your home is likely the biggest financial move you'll ever make. Success requires careful planning, strategy, and timing. Once your property hits the market, things can move quickly—most homes sell within the first seven weeks. Studies show that the longer a property lingers on the market, the lower the final sale price tends to be.

To maximize your chances of a fast, profitable sale, get your home market-ready before it goes live. A well-prepared home attracts buyers, generates competitive offers, and increases the likelihood of hitting top dollar.

Use these tips to take control of the home-selling process from the start:

## 1. Define Your Selling Goals

Understanding why you're selling shapes your approach:

- **Quick Sale:** If you've already bought a new home, your priority may be speed over maximum profit.
- **Maximize Profit:** If your goal is the highest possible price, you'll need more time to prepare and market your home.

Clear goals guide every decision—from pricing to home improvements—and determine how much effort you'll invest.

## 2. Price Your Home Strategically

Listing at the right market value is critical. Overpricing by even a few thousand dollars can slow your sale or prevent it entirely. Overpricing may lead to:

- Fewer showings and offers
- Limited buyer interest and agent activity
- Reduced financing options for buyers
- Lower final sale price

Avoid these pitfalls by pricing your home at competitive market value from day one. If the current market value doesn't meet your expectations, consider postponing the sale rather than risking an overpriced listing.

## 3. Do Your Homework

Get hands-on with the local market. Visit open houses for homes similar to yours and take notes on:

- Floor plans and lot size
- Condition and upgrades
- Asking prices

**This research helps you set a realistic asking price that attracts buyers quickly. Remember, buyers are comparing your home to others—they won't overpay simply because you set a higher price.**

## **4. Decide Whether to Invest in an Appraisal**

**An appraisal can be a helpful marketing tool, showing buyers that your home can be financed and potentially increasing its sale price.**

**However, consider:**

- **Appraisal costs**
- **Potential for an appraisal value lower than expected**
- **Limited lifespan of an appraisal report**

**Evaluate whether it fits your goals and budget.**

## **5. Choose the Right REALTOR®**

**Your REALTOR® will influence the speed, ease, and success of your sale.**

**When selecting an agent, consider:**

- **Experience in your local market**
- **Marketing strategy for your home**
- **Track record: how long homes take to sell and final sale prices**
- **Negotiation approach**
- **References from past clients**

**Choose someone whose expertise and personality align with your goals.**

## **6. Prioritize Cleanliness**

**First impressions matter. A dirty or cluttered home can cost thousands in lost offers.**

- **Declutter and remove excess furniture**
- **Deep clean every room**
- **Eliminate odors (air out the home, manage pets, smoking outside)**

**A sparkling, fresh home appeals to buyers and makes your property feel well-cared-for.**

## **7. Make Your Home Accessible**

**Agents are more likely to show homes that are easy to access.**

- **Keep keys available for agents at all times**
- **Ensure lights are on, doors unlocked, and drapes or shutters open**
- **Leave during showings if possible to make buyers comfortable**

**A smooth showing process increases your chances of offers.**

## 8. Update Your Interior

Simple upgrades can make a big difference:

- Fresh paint brightens rooms and adds perceived value
- Replace worn or outdated carpeting
- Small updates can sway buyers and prevent your home from being overlooked

Investing in key updates often pays off in faster, higher offers.

## 9. Boost Drive-Up Appeal

Buyers form first impressions before they even enter your home. Make the exterior inviting:

- Trim trees and shrubs
- Sweep walkways and clean the driveway
- Mow the lawn and maintain landscaping
- Paint or refresh the front door
- Add a clean, welcoming doormat

A well-maintained exterior signals a cared-for home and makes buyers excited to see inside.

