

**TOP
10**

Top 10 HOT Home Seller Tips

Get your home ready to sell fast, even in a slow market!



Home Buyers who used virtual tours as a significant portion of their home-buying experience spent an average of two weeks with a Realtor.® Those who did not use the internet, spent an average of seven weeks looking for their home. (2008 RIS Media)

84% of all buyers and 87% of first time buyers use the internet as an information resource during their search for a home. In the 25-44 age group this number jumped to 91% of all home buyers.

As of August 2006, over half of American adult internet users (61%) have taken virtual tours online and on a typical day, more than six million people are taking virtual tours in cyberspace. (2006 Pew Study)

According to Realtor.com 54% of home buyers who are searching for their next home will not even look at a home unless there is a featured tour.

1. De-Personalize: Pack up family photographs. Buyers want to envision themselves in the home, so don't distract them.
2. De-Clutter: Disorganized storage space instantly makes the home smaller. Pack anything you don't need and put it in off-site storage.
3. Make Repairs: Have a local home repair/handyman service make repairs, patch any holes, and fix leaky faucets.
4. Eliminate Odors: Place pet items in the garage and spray air neutralizer throughout the home.
5. Make the Shiny Stuff Shiny: Hire a house cleaning service for a good deep cleaning. Always shine everything with a reflective surface before a showing.
6. Clean the Carpets: Hire professionals to clean all of the carpet in your home and vacuum often.
7. Tone it Down: Paint over any bold colors with neutral ones.
8. Clean the Outside: Clear out the rain gutters and have your siding power washed. A fresh coat of paint on your front door works wonders too!
9. Curb Appeal Sells: Have professionals get you on track by planting colorful flowers, cleaning up your lawn, pruning trees and weeding the garden.
10. Show it Off Right: Hire a professional virtual tour photographer service to make your home interactive online! It will get 87% more views than homes without a virtual tour. Always show your home in its best light!



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