

YOUR GUIDE TO SELLING A HOME

SELL WITH A



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To find that one-in-a-million REALTOR® who will be a trusted partner in helping you buy or sell your home, look for the Certified Residential Specialist (CRS) Designation.



Benefits of using a REALTOR® with a CRS Designation:



EXPERIENCE

Certified Residential Specialists® are REALTORS® that have completed a significant number of real estate transactions and have met requirements for advanced training and education.

That means CRSs are experienced professionals who have a proven track record of successful sales and transactions.



ETHICS

As REALTORS®, CRSs abide by a strict Code of Ethics and maintain membership within the National Association of REALTORS®.



NEGOTIATION SKILLS

As a homebuyer or a seller, you face many risks along the way-financial risks, legal risks, even the risk that a home purchase will fall through.

A CRS is trained to minimize those risks and negotiate on your behalf to give you peace of mind throughout your transaction.

STEPS TO SELLING A HOUSE

MAINTENANCE

- Start with maintenance and repairs

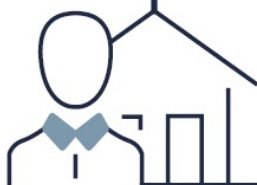


STAGING

- Stage your house to make the best impression, storing unnecessary items

SET A PRICE

- Price your home competitively



SHOWINGS

- Be prepared for showings

REVIEW OFFERS

- Review offers and allow agent to negotiate on your behalf



CLOSING PROCESS

- Let your agent guide you through the closing process

8 THINGS TO AVOID WHEN SELLING A HOUSE



1

Choosing the wrong agent

2

Not preparing your home for sale

3

Waiting for the home selling season

4

Cutting costs on photography

5

Setting an unrealistic price

6

Being unwilling to negotiate

7

Keeping clutter

8

Only considering the highest offer



Doing any of these could hinder your home sale