

Thinking about selling?

here's the top 7 things you should know

Whether you're selling your first or your fifth home, the process can feel overwhelming. Questions about timing, pricing, showcasing and negotiating can quickly snub out the vision that you have for your next move. But with some tips- and guidance from a trusted Realtor- selling your home can not only be a smooth but an actually enjoyable process.

This resource offers up some key tips that answer the top questions that we get from homeowners that are in the process of deciding (queue The Clash)- do I stay or do I go?

1 Timing the market

This is among the top questions asked by homeowner's who are thinking about whether to sell now or to sell later. The truth of the matter is that there are a number of both personal and market factors that need to be taken into account.

Beginning with the personal side, your timing might be dictated by a need to move as a result of a new job or other life change. If this is the case, then the best time to sell needs to factor in your timeline.

On the market side, the number of homes for sale (i.e. inventory) plays a big role in influencing home values. As a rule of thumb, an inventory of under three months is considered to be a Seller's Market. At present, the housing inventory in the Sacramento Area has hovered under the two month mark making this a strong Seller's Market

2 Getting your home ready

There are some definite steps that you can take to begin prepping your home if you're thinking about selling. Here's a quick list:

- Make sure all of your lightbulbs are working
- Begin packing to create space and remove personal items like photos
- Store furniture or large pieces that are unique to you
- Complete cosmetic repairs like filling nail holes in the wall
- Do a deep clean to make sure your home sparkles

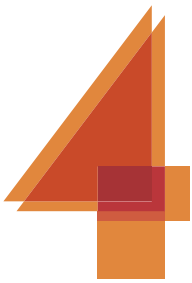
The goal is to set your home up so that any potential buyers can instantly see themselves enjoying the home without concern over cluttered closets or getting distracted by decorations that are unique to you.



Repairs & Improvements that make a difference

The goal here is to ensure that any investment that you decide to make actually helps generate a return for you and that the repair schedule syncs up with your preferred selling timeline. As such, big project like redoing your bathroom or kitchen, might be better handled by adjusting your pricing rather than taking on the actual project. This being said, here's some worthy project:

- Landscaping: at minimum ensure nicely cut grass
- Light fixtures: an inexpensive way to quickly update your home
- Kitchen Hardware: if none, we'd recommend adding some and updating any existing hardware
- Windows: at minimum ensure that all screens are free of tears
- Home Exterior: Power-washing siding can go a long way



Setting the best price

Though tools like Zillow's Zestimate can offer a fair reference point, the reality is that pricing your home correctly goes beyond simply taking the average price per square foot in your area and using it to calculate the value of your home.

As such, pricing your home requires knowledge about the actual market in your neighborhood and an understanding of how different features can influence the price of your home. This means that simply using what the home four doors down sold for to set your price only works if your home is a spitting image.

Key elements that need to be factored in include the number of rooms and bedrooms, size of your home and lot, and the state and condition of your home relative to comparable sales. Through an analysis of these elements a price can be determined that can yield a strong return for you and that feels right to your buyer.



Negotiating & selecting the best offer

This is among the top questions asked by homeowner's Don't simply be lured by the highest priced offer as there are a number of elements that need to be assessed when determining the best deal. Some key considerations include:

- Type of loan- as certain restrictions and requirements might come into play
- Timelines- you'll want to make sure that these sync up with your plans
- Closing Cost Splits- there are some fairly standard splits but there is also opportunity to lower your out of pocket expenses

The good thing is that you're not simply stuck with selecting from the offers as they were submitted. You can always counter with targeted and wholesale changes to the submitted terms.

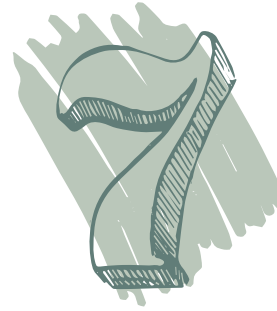


Closing & Moving

Once contingencies are removed, you should be riding downhill towards the closing. You'll want to finish up your packing and moving plans.

Make sure you gather any extra keys, appliance manuals and warranties, and notes with instructions for using HVAC, alarms, and sprinklers (if installed).

Schedule a cleaner or make plans for cleaning out the home in preparation to transfer to the Buyer once everything is finalized.



Navigating from acceptance to close

The contract period (i.e. escrow) begins as soon as both sides accept and acknowledge the terms of the contract. In the Sacramento region, the escrow period can be as short as 7 days for an all cash buyer with no contingencies to 21-45 days for more traditional buyers with some form of financing.

Regardless of the length of escrow, the key is to stay on top of all of the deadlines for both yourself and for the buyer. Though most of the deadlines are for the Buyers, there's nevertheless some key to do's for Sellers that trigger cancellation periods from the day of delivery these include the Seller Property Questionnaire (SPQ) and Transfer Disclosure Statement (TDS).

Once all disclosures are delivered, repairs negotiated, and contingencies released then the next steps should be scheduling your signing of the transfer documents with the Title Company and closing the transaction. Tracted by decorations that are unique to you.

At Grounded, we have the experience and local market expertise to help ensure that you get have a smooth and successful home selling process.

From providing clarity on pricing, advising the pre-repairs, showcasing your home and negotiating and navigating the contract process.

Let's schedule a time to connect to learn more about your goals and explore your options. Looking forward to connecting with you soon.

- grounded.

