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How To Sell Your Own Home

By Steven Gillman

You can sell your own home, but it can be a time-consuming and frustrating process. Usually I would recommend listing with an agent, but in the right market, it may make sense to save the commission and do it yourself. If you try, use the tips here to do it right, and to avoid common mistakes.

1. Understand house values. It's not what you think your house is worth, and it doesn't matter how much you put into it. The value is only what it's worth to potential buyers. See what they've paid for similar homes before you decide on a price.
2. Try to be objective. Get your most honest and open friend to walk through the house with you. He or she will see problems you didn't even know were problems.
3. Make a plan. What will your kids say to those who call? Where will you close? Will your documents be prepared by an attorney? Plan well, and it will all go smoother.
4. Start a list. What needs to be repaired, cleaned, changed, or removed? Always do the most obvious things first.
5. Prepare to sell. List questions a buyer might have, and be ready with answers. Prepare comparison sheets showing other home sales, so buyers can see the value. Make a map showing nearby stores and libraries, etc.
6. Sell the benefits, not the features. Never say "near stores." Instead, say "You can walk to the store in five minutes." Don't just say "garage." Try "No chipping ice off the windshield in the morning."
7. Put all important information in ads. Include the square feet, number of bedrooms and bathrooms, address, telephone number, and price. Leave out the price and some buyers just won't call, plus you'll waste time with others who shouldn't be calling.
8. Listen to buyers. One mistake sellers make talking to buyers is to get defensive about their home.

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Listen to the criticisms, and resolve them or ask how important the issue is to the buyer. In other words, try to learn a little about selling.

9. Have a clear sales agreement. Be sure it's understood by both sides. What happens, and when? What if the buyer doesn't get financing? What's included with the sale? When will the buyer take possession? Who pays the closing fee and the transfer tax?

10. Make closing easy. Have documents ready to sign. Prepare answers to likely questions. This may be the largest financial transaction in your buyer's life, so make him comfortable.

There's more than can be covered in ten tips, of course. Use these however, and you'll be doing better than the average seller when you sell your own home.

Steve Gillman wrote the book:

Cheap Homes – How To Save Thousands Buying Your Next House

. It

comes with a home selling guide. To learn more, and to see a photo of the beautiful home he and his wife bought for \$17,500, visit

<http://www.YourCheapHome.com>

Sell Your Home and Save Thousands

By Tony Dulgeroff

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The Best Way To Sell Your House And Save!

Who is Help-U-Sell? What can Help-U-Sell do for you?

We provide full service with savings.

What do I mean?

Yes, we are full service real estate professionals.

Yes, we belong to the same MLS (multi list service) and Board of Realtors.

Yes, your home will be on Realtor.com.

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Yes, we will place a for sale sign in your yard.

Yes, we will do open houses, but you'll like it better when you do them yourself!

Yes, we advertise in the local newspapers and home buyer's magazine.

Yes, we provide FREE home evaluations and market analysis.

Yes, we will assign your home a free 1-800 number and extension which describes all of the wonderful features of your home 24 hours a day. This one really beats using those old fashion flyer boxes!

NO! We will NOT list you home for a 6% brokerage fee!

Our brokerage fees start at just \$2,950!

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