

## **8 TIPS to Produce an Offer**

**By MaryEllen Wilkinson, Realtor, Red Door Realty CALL 864-884-1808.**

First In Mind: You have a PRODUCT to sell.

3 bedrooms 2 baths or however many bedrooms and bathrooms does not matter, your house is now a Product on a street for anyone to view.

Just because your 3 bedroom / 2 bath product has an in ground sprinkler system and surround sound does not make it cost more than the 3 bedroom / 2 bath product down the street. Listen, it Will make your product more shiny ( attractive) than that product down the street and it most likely will help yours sell faster but it does NOT make the price HIGHER! If you don't get this then your high price sprinkler will still belong to you while the other houses get new owners. Back up, you should have consulted a real estate agent when you were adding all these personal conveniences to your product which you did selfishly so you had less work to do at the end of the day...but they do NOT change the bottom line of how much your product cost. With or without these conveniences, you still have a 3 bedroom / 2 bath house.

### **1. Move out of the house:**

Buyers cannot see past your stuff no matter how well you stage and de-clutter. There will be empty houses that they are considering that will be put above yours because they will be easier to move in to and those empty house sellers will appear more motivated which non-verbally translates into an easier negotiation. I hear of husband or wife that has moved to new city for work, left other spouse with kids to sell the house. WRONG. Move everyone, rent house in new town, change schools, (kids will get over it & will be with both parents) and house to sell will be empty which will sell faster.

### **2. If you cannot move out then:**

a. Clean out your refrig & make freezer empty. ie When I show occupied houses to buyers I always look in the refrig to see how soon they will be able to move. Prime indicator: how much food do the sellers have to Eat through, how long do they plan on staying, do they really want to sell???

b. Make all beds every am.

c. Leave shower curtain open & toilet lid open ( not seat).

d. Set table like you are having a dinner party.

e. Clean and PAINT everything.

f. Paint garage floor

g. Appliances, include all appliances with the sale, no matter how old they are. Absolutely add to MLS remarks, everything helps put your product above the rest.

h. Home Warranty. Yes, pay for a home warranty which can be taken out at closing.

i. Do not leave any of these items out for negotiating over later. Put them in up front, buyers now are better educated now more than ever. Don't insult them.

3. Make all closets half empty.

And remove everything from the bathrooms. The smallest room in the house is the #1 reason people want another house.

4. No trash cans.

Hide all trash. Put kitchen trash can under sink. Don't tell me it can't fit...go buy a container that will fit. Hang a grocery bag on the bathroom doorknob for bathroom trash. Take it with you out the door every am. Empty all trash every am.

5. Ask to see your real estate agent's advertising specifically of YOUR home.

Ask for the MLS sheet 1st, all the web addresses that your house is in, print advertising ( which should be minimal), flyers for info box on your sign. The Internet is the #1 way for your buyer to find your house so check these websites and make corrections and suggestions with your agent. Check directions on the MLS to your house.

6. You and your agent make a Team.

Ask for my 8 questions when interviewing an agent. Imagine you are now running a small company called "Sell my House". You are the owner and you need to hire a Chief Operating Officer, CEO, to get the job done. Are you going to give this business over to someone down the street, someone who you know from the gym? No, you are going to accept resumes, get recommendations, and do some research. YOUR house is your BIGGEST BUSINESS! You and your agent need to work together and communicate well. When you do hire this very qualified agent then jump in and get to work Together and remember Always say yes to your agent.

7. Your Competition:

Tell your agent to schedule appointments to show you houses for sell that are competing with yours, ie. Go see what your buyers are looking at, Be the buyer instead of the seller for a day. Go see what the house down the street has or does not have compared to your house. Then come back home and fix or change something for the better. And when a new house comes on the market, then go see that one, too.

8. CHANGE your PRICE every month!

Every month change price a little, tweak listing, and inspect property. When you change the price in the MLS, most MLS services produce a hot sheet report that shows price changes. This report pops up on every computer of every agent in that area. It refreshes the information and gives your house a better chance than the house around the corner that has been the same price for the past 6 months.

NOW get to WORK!

Thank you very much,

MaryEllen Wilkinson, Realtor

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I would love to help them! I have a network of agents from Lake Placid to

Tallahassee... so I can really help anywhere!