

SELL YOUR HOUSE

IN HALF THE TIME

FOR TWICE THE PROFIT!

100+ No-Cost/Low-Cost Home Prep Tips to Help You
Make the Quickest, Most Profitable Sale

by Jay Aaron



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As a purchaser of this book, you are entitled to all these benefits

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INTRODUCTION

When my mother died, she left me her house. It was located over 2,500 miles from my present home, in a town in which I had no interest in living. Mom and I had spent some wonderful moments during her final weeks, but that did not make the task of emptying her home of her belongings any easier in the days following her memorial service. Family and friends lent a helping hand, and after nearly 3 weeks I felt the house was ready for sale.

I only wish that I knew then what I have learned since. Months later, the house was still on the market, the sale held hostage to little things that kept potential buyers from doing more than taking an initial look. There was nothing overtly “wrong” with the house and property, but what seemed to me earlier as “little things” were constantly coming back to bite me in the butt as reasons why prospects were not making offers.

Fortunately, I found an exceptional Realtor who not only walked me through what could be done and helped me prioritize the use of my time and money in making the house more saleable, but she actually orchestrated and supervised the work – something I simply could not have done from the 2,500-plus miles that separated me from my mom’s house.

My Realtor helped find workers who made small but excellent improvements at low, low fees, which saved me the major expense of money and time it would have taken me to return to the house and do the work myself. But what I learned was that I could have done the vast majority of the improvements we decided upon by myself, or – using the “Tom Sawyer Principle” – with the help of some friends (for the price of a pizza and a few beverages), all for virtually no cost. My investment would have been in a few gallons of paint and some time and elbow grease. Other than that, virtually all of the necessary painting and cleaning materials were already in the basement and under the kitchen sink.

I was really very lucky to have such a phenomenal Realtor, who went far beyond the call of her duty. You may not be so lucky. In fact, you probably won’t be. What’s most likely is that the burden of responsibility for any preparation will fall squarely upon your shoulders.

When that happens, it’s best to be prepared. And the good news is that it’s really not as difficult as you might imagine. There are plenty of things you can do – most of them requiring little time, little effort, and little money – that can make a big difference in your ability to sell your house most quickly, and at the highest price. This book contains more than 100 tips and tricks for just that.

Now let’s get started!

What You Want

When it's time to sell your house, you want two, and only two, things:

To sell your house:

1. As fast as possible
2. For as much profit as possible.

Notice that I did not say "for as much MONEY as possible," because if a house that's worth 2 million dollars and sells for a million, that's a lot of money to many people, but it leaves the original owner a million dollars in debt. It's not the sale price that matters; it's the profit you make from the sale.

The Reason for This Book

Therein lies the reason for this book – to help you:

Prepare your house for sale...

1. In the quickest time possible
2. With the least amount of expense in time, energy or money so that the result is, hopefully...

A fast sale that generates the most profit.

Focus on the Buyer

The tips in this book are offered as ways to make your house more saleable. In prepping your house, you must stop thinking about it as your home, and begin focusing on what you want prospective buyers to experience.

Potential buyers will want to experience your house as:

1. Clean and clutter-free (so that they can most easily imagine themselves and their belongings in the space that they will soon call their "home") and
2. Well-maintained (so that they can feel confident that they're not going to have to keep pouring money into it after their purchase).

Renovation? No!

With this in mind, preparing your house for sale is not the time to be making major renovations, for three reasons:

1. Most renovations do not make your house more clean and clutter-free, nor do they indicate that your house has been well-maintained. As for the latter, they may do the opposite, since if you needed a major renovation in one area just before the sale, it could beg the question in

a prospect's mind about what else might need the same level of financial and time investment.

2. The renovation you choose will represent your own tastes, and not necessarily that of a prospect. If a prospect doesn't care for your choice, they'll have to decide between living with what they don't like, re-doing the renovation, or not buying the home because of one of these obstacles.
3. Statistics indicate that nearly 100% of home renovations cost more than the monetary value they add to the house.

In general, therefore, I recommend against any significant remodeling or high-cost upgrade projects before you sell your house. In virtually all cases, you'll spend more on the remodel than you can get back in the increased final sale price of your house.

Still, there will be things you cannot avoid. If, for example, your carpets are in such bad shape that doing anything other than removing them would be foolish, you'll just have to accept that if you want to sell your house more quickly and at a higher final price you'll need to do what is necessary, or face the consequences of a longer sale period (and possibly no sale at all) and a lower final selling price.

Of course, you've got to take care of what's necessary. If your heating system doesn't work, you can't pretend that because you're selling your house in the summer the buyer simply won't notice. In most states, you're bound by law to disclose virtually everything that affects a prospect's buying decision, and so you are presented basically two choices: fix the major defects, or lower the selling price as a concession to the work and expenses that will fall into the hands of the new owner. But other than what is absolutely necessary, you don't want to be putting excessive time, energy and money into a renovation just prior to putting your house up for sale.

Small and Simple: Yes!

Instead, focus on doing little, simple things that in and of themselves require little time, energy or money, but in the long run will make a large difference.

Anything you do should emphasize your house's and property's unique features, while making everything else feel as "generic" as possible.

As an example, clean, light-colored walls empty of anything hanging offer a blank canvas upon which a prospect can paint the possibilities of how their own belongings will turn your house into their home. No matter how good the painting you love looks to you hanging over the fireplace, don't allow your personal taste to get in the way of the ease with which your prospective buyers will fall in love not with your home, but in the home they imagine creating for themselves. Avoid limiting yourself by preparing the house for a particular buyer or a particular "type" of buyer, which could make the house undesirable for someone who might otherwise find it perfect.

Simply put: Instead of tackling a bunch of huge projects, focus on making your house appear well-cared for and clean. This will make it attractive to the widest possible audience of potential buyers. Let the new owners do their own customizations to their own taste, after they've happily handed you their money and you've moved on.

You'll need to buy some basic cleaning supplies (and we recommend throughout that you use all-natural cleaning products for a variety of reasons). You'll probably only need to purchase them in small quantities and your total out-of-pocket expenses will be relatively small. Then you'll use them for a variety of your preparatory tasks, so their cost will be spread out over many of the tips.

Using This Book

The vast majority of the tips included in this book are free or cost very little, meaning \$25 or less. Of those tips that might cost you more than \$25, the majority of these will cost you under \$100, and many will cost you well under \$100.

Only spend on any tip, and on the whole, what you believe will help you sell your home faster, or will contribute to a higher final selling price. In some cases you won't be able to say "If I do this for \$X, I can increase my asking price by \$X. Some decisions will have to be more subjective than that. Simply put: Use your best judgment. If you are unsure, seek someone else's advice who is familiar with – and has been successful at – the process of selling houses.

I thought of including a key to indicate possible price ranges for each tip; however, it became all too apparent that this would be virtually impossible. What will cost some readers absolutely nothing could have a wide range of costs to other sellers. Only two of the tips simply cannot be done without a reasonable expense involved, and I've included these because they seem essential to this book. My guess is that you are already aware of what you need to do in your home that will require a significant financial expense, and you must determine the necessity of making this investment prior to showing your house, or if you'll allow in the selling for this expense as an after-purchase cost to the new owners.

Choose from the following tips those that, when you do them, allow prospective buyers to get a quick, positive first impression that will be made stronger as they view your house. Focus on the details, and you'll be a winning seller.

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