

SELLING YOUR HOME

A GUIDE TO GETTING YOUR HOME FROM “LISTED” TO “SOLD”



HEATHER KANDAWIRE
HOMES



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Up-sizing for a growing family. Down-sizing for retirement. Moving to a new city. Starting a new life chapter. Whatever your motivation to sell your home, you now have 1 goal and 1 goal only:

SELL YOUR HOME FOR THE HIGHEST
PRICE IN THE SHORTEST TIME.



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Stick a “For Sale” sign in your front lawn and – BAM! – your home is sold, right? WRONG!

Selling your most valuable asset requires a strategy, timeline and an organized plan.

Follow these proven strategies and you’ll be handing over keys to the perfect buyer in no time!





INTERVIEW AGENTS

All agents are NOT created equal. Your real estate agent can make or break the deal. Hire a local, knowledgeable realtor to guide you through the process – a professional agent will prove to be an invaluable asset along your journey.



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CHOOSE THE BEST

Savvy negotiator. Local Market Expert. Relationship builder. When choosing an agent to represent you, do your homework (get referrals and read online reviews) then select an agent with a proven track-record and one who will get you to the closing table with ease.

(Pssst...I know someone if you need a recommendation.)



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FIND THE SWEET SPOT

...when setting your asking price. Many sellers think you should “start high” then negotiate or lower the price later. If the price is too high, buyers will stay away, and the house will sit on the market. Time on the market almost never equals more money for the seller.



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LURE LOTS OF BUYERS

Most activity occurs in the first 30 days. If a house sits on the market beyond that, most buyers assume there's something wrong with it and move on. Determine market value using neighborhood comparables ("comps") and list at a price that will attract the biggest buyer pool.





GET ON YOUR MARK

You've hired a Realtor[®], agreed to a marketing plan and set a price. Now it's time to get your home ready for its close-up. View your home through today's buyer's eyes. This could involve anything from a thorough, professional cleaning to some minor renovations.



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CURB YOUR APPEAL

You only have one chance to make a first impression. Buyers are sizing up your home from the moment they pull up to the curb. A well-maintained yard, inviting front door and fresh flowers along the walkway will entice buyers to want to see more.



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K.I.S.S.

Keep it simple and remember that less is always more. The family photos, knick-knacks and clutter need to go. Buyers need to visualize their lives in the home: not yours. Simplify by removing extra furniture and never under-estimate the power of a fresh coat of paint.





BE A HANDYMAN...

...or hire one. Aim to showcase your home in the best possible light. Repair that broken doorbell. Replace the old lightbulbs. Oil the squeaky door hinge. If the “little things” are in disrepair, buyers will wonder what else is wrong. Also consider hiring a “pre-listing” inspector.





HIRE A STAGER

The clutter is cleared, the closets are organized and the family photos are packed away. A professional stager will arrange the space so buyers can view the home through a clean, simple lens. Some agents include staging as part of their service so inquire during the interview.



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TAKE GREAT PHOTOS

Yes, your smartphone takes nice shots, but, please, leave your listing photos to a professional. Today's buyers begin their search online and if the pictures don't catch their eye, there's no way they're walking through your door. Virtual tours or drone footage is also very effective.



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PREP YOUR PAPERS

Selling agents and prospective buyers ask lots of questions. Be prepared and get organized:

- Utility Bills
- Tax Bills
- Renovation details
- Warranties & User's Manuals
- Mortgage Payoff
- Property Survey
- Lead Paint Disclosure
- Seller's Disclosure

This is also a good time to select a real estate attorney.





BE SOCIAL...

...media, that is! Today's home-buyer's search begins online, so be sure to have a strong online presence and a strategic plan to give your listing maximum exposure on social media.



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OPEN THE HOUSE

It's SHOWTIME! Make your home "easy to show" and clear out your family (including "furry" family members) for all showings and Open House(s). Light a scented candle, bake some cookies or set out some fresh flowers. You're introducing your home to its new owner!



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SHOW YOU THE MONEY!

Homes that are well-presented and well-priced will typically yield multiple offers. Keep in mind, the highest price is not always the best offer. Evaluate the entire offer including contingencies, closing date, and the buyer's financing.



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CELEBRATE A BIT, THEN...

Hooray! You received and accepted a great offer! Pause for a brief celebration then settle in for these critical next steps: Attorneys will review. Inspectors will inspect. Appraisers will appraise.

As closing day approaches, packing begins. Get to work!





BEGIN YOUR STORY

After the final walkthrough and a handshake at the closing table, it's time to hand over your keys and begin your next chapter.

Are you ready to sell your home? Contact me at 917.514.8507 and let's get started on finding your home a new owner.



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WINNER!
TOP 20%



5-STAR REVIEWS



FOR HEATHER KANDAWIRE

PEOPLE'S
CHOICE!

**“NEVER FLAGGED IN HER
COMMITMENT TO HELP
US FIND A HOME!”**
STEVEN TANG, EMERSON

**“HEATHER HAS BECOME A
FAMILY FRIEND!”**
MATT HUNKELE, FAIRFIELD

**“SHE MADE ME FEEL LIKE I WAS HER
ONLY CLIENT!”**
DEBORAH STEWART, BLOOMFIELD

**“WENT THE EXTRA MILE TO
FIND US OUR HOME!”**
DENISE ZANGOGLIA, WOODLAND PARK

“ABSOLUTELY FANTASTIC!”
JEANINE SKOWRONSKI, VERONA

**“SHE KEPT US OPTIMISTIC
THROUGHOUT THE WHOLE PROCESS!”**
REBECCA RIVERO, CLIFTON

**“COULD NOT HAVE DONE IT
WITHOUT HER!”**
REBECCA RIVERO, CLIFTON

**“PATIENT AND
KNOWLEDGEABLE!”**
KIM JENKINS, WEST CALDWELL

**“EPITOME OF
PROFESSIONALISM!”**
BOGDAN DOCU, MONTCLAIR

**“IMMENSELY
KNOWLEDGEABLE!”**
RACHEL MOLONEY, MONTCLAIR

**”SHE IS TRUSTWORTHY,
RESPONSIVE, SUPPORTIVE AND
PLEASANT!”**
DAN BYRNES, MONTCLAIR

**”HER GREATEST STRENGTH IS
COMMUNICATION!”**
JILL KAY, WEST ORANGE

kw NJ METRO
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