



When The Going Gets Tough

If your home isn't selling, there could be a problem with its condition or the price. So if you don't want to spend every weekend for the foreseeable future getting ready for an open house, or cleaning every day for agent showings, it's time to take some action. Maybe you should add a few incentives that may sweeten the transaction for a prospective buyer.

1. Offer to pay a year's worth of property taxes:

This will cost you a pretty penny, but it will set your house apart from others on the market.

Be sure your contract is written up with no pro-ration of taxes and pay the extra taxes prior to closing. If you are selling a condo you can offer to pay 1 or 2 years condo dues in advance.

2. Offer to take care of a problem:

If the yard has too many trees close to the house, creating too much shade for some tastes, offer to remove trees if the buyer would prefer. Think of buyer objections and let's cover them in advance.

3. Pay the buyer's closing costs:

This could set you back several thousand dollars, but it might also

enable you to keep the price of your home a bit higher since the buyer can usually finance it provided the Appraisal comes in at value. This concession can be capped at a certain figure as opposed to a general, unlimited commitment.

4. Offer a Home Warranty:

For around \$400, the buyer can be covered for home maintenance or appliance failures for 12 months. Call me for a brochure. Furthermore, the Home Warranty covers you as the Seller also under some policies, even some of the repairs required as a result of the Home Inspection.

5. Have Heating Systems thoroughly checked out:

Your buyer will be inspecting them anyway so, if it's a cracked heat exchanger, why not fix it now and advertise your careful thought given in advance for buyers. When buyers look at your home, a maintained and clean heating system, including earthquake straps on the water heater, says a lot about the soundness of the home as a whole.

6. Solid Foundations:

You may not have time before your home goes on the market for all the home projects you've been putting off, but you should definitely make

time for your floors. Buyers looking at a home with hardwood or laminate floors want them to be in great shape, not warped, scratched or cracked. Home buyers will also notice cracked floor tiles in the bathroom, peeling vinyl flooring in the laundry room, or stained carpet in the bedroom.

So it comes down to this:- Start at the bottom and make sure your floors are in great condition. When it comes to tiles, go to your local hardware store for tubes of ointment that can lighten your grout. Your carpet might look much better with a professional steam cleaning but, if you have to replace it, choose a neutral color that will go with almost any type of decor.

7. Bathroom:

When you or the children take a shower every day you often don't notice how 'grunge' is building up along grout and caulking lines, or even in soap racks. A buyer looking at your home immediately notices these things. Dressing up bathrooms makes all the difference in the world when selling your home..

8. Kitchen:

Finally, let's think about the

kitchen. Does your kitchen say "Wow, I could work with this!" The biggest hindrance to kitchen sex appeal is too much clutter. Leftover food and meals, or dirty dishes, is an absolute turn-off, like bad breath on your first date. Counter tops should have no more than a half dozen items on them, strategically located to suggest a possible layout, but empty enough for the buyer to imagine their own things in the home.

9. Paint:

Even if your home is already on the market, but preferable beforehand, do freshen up tired looking walls. In particular, paint a neutral, off-white or vanilla color over those distinctive reds, purples and dark greens. Pastel colors are not as worrisome. Ask me to look at your home way before going on the market for more personal advice.

10. Personal Property:

Throwing in Furniture or other personal property is a tricky business because, although you can put such items on a separate Bill of Sale for a nominal price, this would constitute loan fraud if a Lender is financing the property and you hide the Bill of Sale from them. Legal issues are involved here but there are legal mechanisms to work in an incentive with personal property which should be discussed with only a highly qualified real estate person or an Attorney.

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