

# 27 SELLERS TIPS

*A Valuable Home-Seller Guide*





## **PRE-LISTING PREPARATION**

### **1. Get a Pre-Inspection**

Pre-inspections reveal issues ahead of time, prevent renegotiations, and increase buyer confidence.

### **2. Complete High-ROI Repairs First**

Focus on: HVAC servicing, roof maintenance, plumbing leaks, electrical items, and exterior wood rot.

### **3. Declutter Aggressively**

A clutter-free home looks larger, cleaner, and more valuable. Aim to remove 30–40% of visible belongings.

### **4. Deep Clean – Not Normal Clean**

Hotel-level clean sells homes. Buyers judge cleanliness as proof of good maintenance.

### **5. Neutralize Paint Colors**

Fresh paint is one of the highest-ROI updates. Stick to light neutrals that appeal to every buyer.

### **6. Modernize Lighting**

Replace outdated fixtures. Homebuyers associate lighting with newness and perceived value.

### **7. Update Hardware for Cheap Impact**

Faucets, knobs, pulls, and door handles = instant modernization without high cost.

### **8. Service & Showcase Major Systems**

Provide receipts for HVAC, roof, pest, septic, gutter cleaning, etc. Transparency increases trust.

## **HOME PRESENTATION & PHOTOGRAPHY**

### **9. Boost Curb Appeal**

Mow, mulch, pressure wash, repaint the front door, replace house numbers – first impressions matter.

### **10. Stage Key Rooms**

Stage: living room, primary bedroom, kitchen. These sell the home more than any other areas.

### **11. Let Natural Light In**

Open blinds, replace dim bulbs, and eliminate heavy curtains to make rooms appear larger and brighter.

### **12. Remove Personal Items**

Buyers should imagine themselves in the home – not the current owner.

### **13. Create Scent Control Plan**

Avoid strong fragrances. Stick to mild, clean scents. Eliminate pet odors aggressively.

### **14. Highlight Unique Features**

Fireplaces, built-ins, views, outdoor spaces – showcase them in photos and showings.

## **MARKETING & EXPOSURE**

### **15. Use Professional Photography (Non-Negotiable)**

Homes with pro photos receive more online views and sell for more money.

### **16. Add Drone Photos & Video Walkthroughs**

Aerial footage boosts visibility and is expected in competitive markets.

### **17. Have a 24/7 Online Availability Strategy**

Your listing should be accessible on ALL major platforms – online buyers shop around the clock.

### **18. Create an “Upgrade & Features Sheet”**

Document every improvement – buyers love transparency and it strengthens your negotiation position.

### **19. Pre-Market Your Listing**

“Coming Soon” campaigns build buzz and attract motivated buyers BEFORE going live.

## **20. Target the Buyer Pool (Instead of Spray-and-Pray Marketing)**

The best agents market specifically to who is most likely to buy your home, not random internet browsers.

## **PRICING & STRATEGY**

### **21. Price Ahead of the Market – Not Behind It**

A strategic price draws in more buyers, creates urgency, and increases chances of multiple offers.

### **22. Understand the Window of Maximum Exposure**

Your BEST buyers come in the first 7–14 days. Be prepared with the right pricing from day one.

### **23. Review Comparative Market Data Carefully**

Look at not just recent sold homes – but pending sales, because they reflect REAL-TIME buyer demand.

### **24. Know When to Re-Position**

If the market responds slowly, adjust quickly to regain momentum before you lose buyer interest.

## **SHOWINGS & NEGOTIATIONS**

### **25. Make Your Home Easy to Show**

Increased showing availability = increased buyer traffic = increased offers.

### **26. Respond to Offers Quickly**

Speed builds confidence and prevents buyers from moving to other properties.

### **27. Choose the Right Agent With the Right System**

Top teams (like YHSGR) have:

- Massive buyer databases (60,000+ in our system)
- Proven marketing systems
- Track records of selling for 3% more than the average agent
- The wrong agent can cost tens of thousands.

*OUR REALITY BASED SELLING  
PRICE RANGE GUARANTEE  
Your Home Will Sell within the Next  
90 Days Or We'll Pay You \$100.000 for  
Each Week it Remains Unsold!\**

