How to sell your home quickly for the highest possible price

by Stephen Biggs

After selling 97% of the homes I've listed at or above the vendor's asking price, with an average time on the market of just 35 days, here are 5 things I have learned that will help you sell your home or investment property quickly for full market value.

1. Base your asking price on the true market value of your home, not how much your emotions tell you it might be worth.

Talk with a real estate agent who knows your local area well, and who has up to date sales statistics. Homes that are over-priced take much longer to sell and ultimately net the seller less money.

2. Take the time to showcase your home because your prospective buyer's first impression is extremely important.

My experience shows that for every $100 needed in home repairs, a buyer is likely to deduct $300-$500 from their offer.

To get the highest price for your home, in the shortest possible time, it's a proven idea to thoroughly clean and prepare your home inside and out before you put it on the market. Spending a small amount now can reap you tremendous rewards when it's time to sell.

3. Always ensure you have escape clauses when you are listing your home for sale.

While it's not a common problem these days, some real estate agents will try to get you to sign a listing contract with either no escape clauses, or other conditions that tie you into using their agency for longer than you would otherwise like to.

One example is where the agent will let you pay your advertising expenses after the property settles.

While this sounds like a great idea *in theory*, the sting in the tail is that if the agent doesn't have the marketing and negotiating skills required to sell your home, you will have to pay the advertising expenses before you can switch to a better agent.

This could mean leaving your home languishing on the market for months with an agent who has little chance of selling it for you.

4. Don't just list your home with the person who promises you the highest price, offers the lowest commission, or works with for the biggest 'brand name' company.

You need to choose the agent who has the best overall marketing plan and track record in your local area.

Ask about the agent's track record, ask for testimonials, talk with recent customers, and research the agent online.

Weight up all of the factors involved and choose the agent who you feel most comfortable talking and being with.

5. Make sure you know all of your legal rights and obligations.

With all of the recent changes, with more to come no doubt, real estate law is complex. The contract you will be signing when selling your home is a legally binding document, which confers both rights and obligations on you.

Small items that get neglected in a contract can end up costing you thousands of dollars in unexpected expenses and can even a sale.

Make sure you consult a knowledgeable, licensed professional who understands all of the intricacies involved in a real estate transaction in your area.

They will be able to give you advice and guide you so you can avoid mistakes and make the whole experience of selling your home a lot less stressful and much more fun.

Still have questions?

You're probably going to have some more questions, because naturally this isn't everything I could tell you about selling your home quickly for the highest possible price - there's just not enough space in this article.

I have created an in-depth Free Report & video that shares additional valuable insights, and also covers several controversial or 'taboo' topics that you'll rarely hear disclosed outside a real estate sales office.

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To learn more about selling your home for the highest price in the shortest possible time, with less pressure, anxiety and stress, call me, Stephen Biggs on 0420 123 321