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7 Tips For Selling Your Home Quickly This Spring



There is no doubt that springtime is when the home buying frenzy begins. Like bears waking up from hibernation, buyers too are beginning to come out of the woodwork. Perhaps prospective home buyers have simply grown tired of the confines of their small apartment and are ready to make the move into a house to call home. Another scenario is that a new member has joined their family and they have outgrown their current space. It also could be that this year's tax return has given last year's home seekers the ability to make the downpayment. No matter what the reason actually is, statistically speaking the months spanning May through June are prime time for home buying. To be more specific, research has shown that listing your home between May 1 and May 15 increases your chances of selling faster (18.5 days on average) and for a higher price while the market heats up.

There is no crystal ball that will tell me (or any other Realtor®, contrary to whatever sales pitch you may hear) when the exact date that your home will sell. However, there are many things that you as a proactive seller can do to put the odds in your favor and make your home stand out from the competition. The purpose of this article is to highlight the top 7 tried and true tips for helping buyers notice your home in a sea of options.

Like I explain to all of my clients, when the decision has been made to list your home for sale, you absolutely must move into this process with a specific mindset. Potential buyers are going to enter your home and envision what it would be like if they were living there. Although the reality is that it is difficult to see little Johnny playing in the family room if you (as the seller) have not taken the steps necessary to create that vision.

#1 Spring Cleaning & Clutter

A cluttered space is not only going to make a room appear smaller than it actually is, but it is impossible for a potential home buyer to envision their possessions in the main living area when years of "stuff" is all over the space. Not to say that you must remove your entire life from the home, but let's think about this for a moment. Your house is on the market because your intention is to move. Now would be a great time to start packing up the items that you rarely use, toss out the things you have been meaning to throw away -- you were going to do it anyway. Not only will this help buyers picture their family living there, it will help you on moving day and lead to a clutter-free new home.

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#2 - Curb Appeal

Buyers typically make their decision within the *first minute* of seeing a home whether they are interested or not. The exterior can speak volumes about how the home was maintained, but even more whether they have to do immediate work to impress their friends and relatives. If your home is showing its age new siding is one remodel that can bring large value with return. To



update to vinyl siding the cost is around \$10,000 to \$12,000, but the return is on average around 80%! However if new siding is not in the budget, often times a good exterior pressure wash paired with some bright colored annual flowers will really make your home stand out. Since the topic is springtime selling, it wouldn't hurt to also give the landscaping a trim and install fresh mulch in planting beds. If your home is vacant because you have already relocated, it is important to keep up on the maintenance such as mowing the lawn.

#3 - Put Away Photos

Remove some family photographs when it is time to take photos of the home to be used in the listing and advertising materials. Keeping some photographs is a good idea if you are marketing your home to families, but neutral wall hangings is a good idea. Another reason to remove family photos is because during the open house you want potential buyers to imagine their own family making memories. Again, the goal here is not to make it appear like you are hiding anything, but you want to show your home through the eyes of a buyer. This point also relates to tip #1 - it will help on moving day, so start packing!

#4 - Break out the paintbrush!

Purple walls in your daughter's room probably made her day when they were painted, but what if your potential buyer has boys or no children? The absolute best color choice here would be white, off-white, or eggshell if you are trying to blend in some imperfections. Unless the walls have major defects, a fresh coat of paint will not only spruce up the appearance, it will leave a clean and bright lasting first impression.

#5 - To remodel, or not to remodel?

If you have been contemplating doing a little updating some updates will yield a return on investment. However, you certainly do not want to spend a ton of cash on a remodel that you *think* prospective buyers will like. In the past, sprucing up the kitchen with a complete overhaul would net a 70-80% return at resale, but depending on the audience of buyers it may not. In recent years the actual return is more around 60%. What if the buyers in your market don't appreciate the expensive countertops as much as you? Simple modernization such as updating

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(#5 Continued)

cabinet hardware, sink faucets or a backsplash can go a long way. In other rooms, replacing the carpet flooring with hardwood would be money well spent recouping around 90% or more of a return. If you already have hardwood flooring, refinishing them can make all the difference. Suppose the prospective buyer has fallen in love with the exterior, number of bedrooms, but something just isn't right. Dingy and dull wood flooring most often is the reason. On average the cost of wood floor refinishing is about \$2,500, but you will recoup every dime of that when the floors are sparkling in the sunlight.



#6 - Garage Door

If applicable, your garage door ties in to tip #2. Over the years your door can take some abuse and have imperfections that you may have even become immune to. Maybe the garage door has a few dings and dents or perhaps the automatic door opener has stopped working. This will be the first thing prospective homebuyers see as they walk up the driveway. If you are seeking another fix that will yield a recoup, the garage door is one of them. On average, the cost is about \$2,300 yielding about 87% at resale. If you are seeking ideas on trendy styles, carriage-type which give the handmade appearance and doors with windows are extremely desirable right now.

#7 - Smart Home Devices

Face it, people are connected more today than ever before and homes are beginning to join in the conversation - literally. If you haven't dabbled with smart devices such as lights and fixtures that are controllable from your mobile phone, you should. One low-cost (around \$200) smart device that doesn't so much add value, but is an excellent conversation starter is the smart doorbell. This system is typically a WiFi enabled device with a camera that can allow you to communicate with someone at the door. If you are going to have your home on the market, you will be getting "drop-bys" which include inquisitive neighbors or the general public home buyers. This will add a layer of security for your family during the home selling process, but also gets buyers who visit your home interested in what else there is to offer. Another device to consider is the smart thermostat. This device will also help to sell the home because it can be marketed as "energy efficient" keeping the buyer's utility bills manageable which will be especially important after a large transaction.

Use these tips to your advantage - expand on them to get the most exposure for a great home selling experience. Feel free to contact me at any time if you have questions. Visit my website for more information and request a free [Comparative Market Analysis](#).