

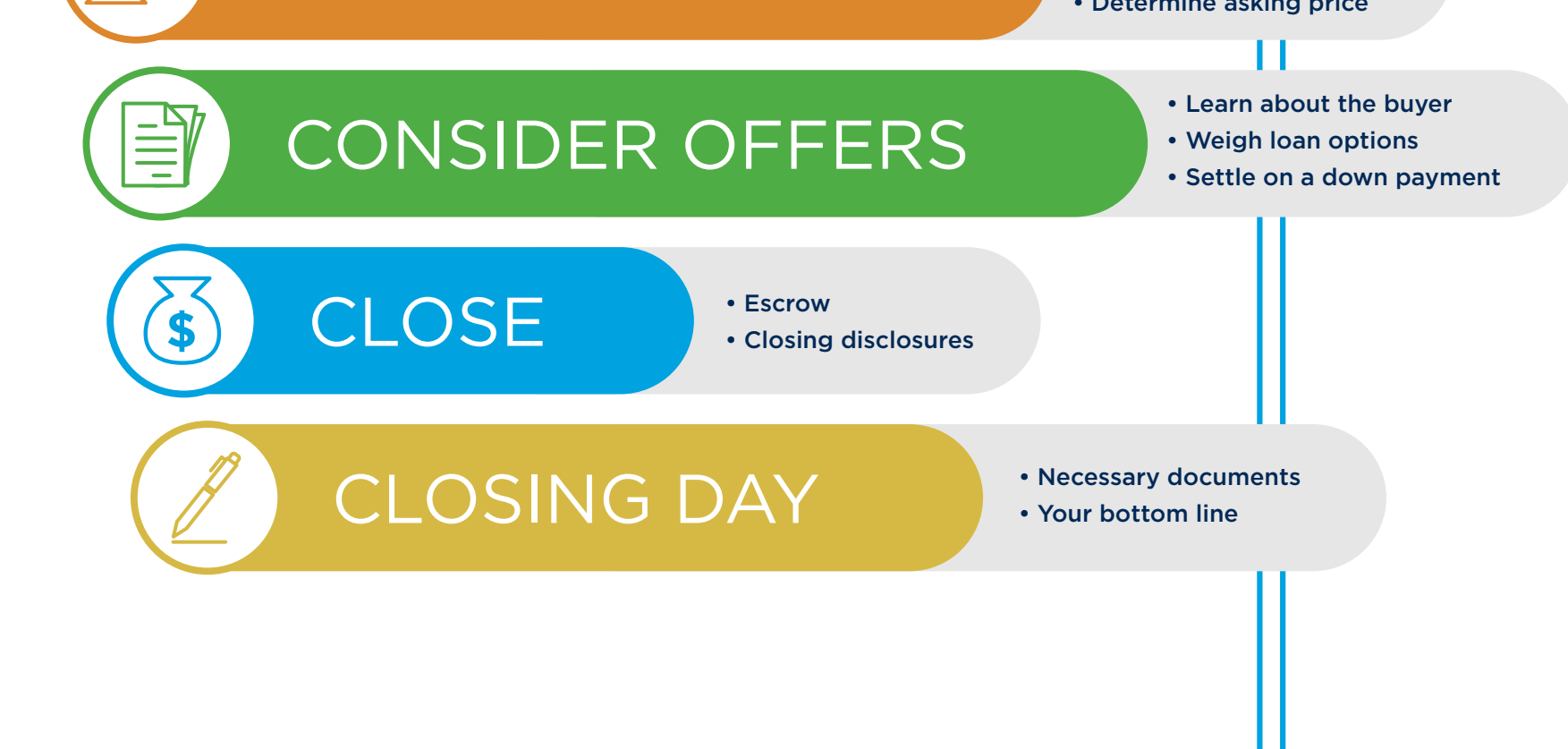
THE ESSENTIAL GUIDE TO

Selling your Home

These days, selling your home isn't a marathon — it's a sprint. The average time to sell a house, from listing to closing, is 70 days. There's a lot to do in between — not to mention beforehand, so let's do a walk-through, step by step.

SMOOTH Selling

Here's a quick roadmap to help you stay grounded and on track.

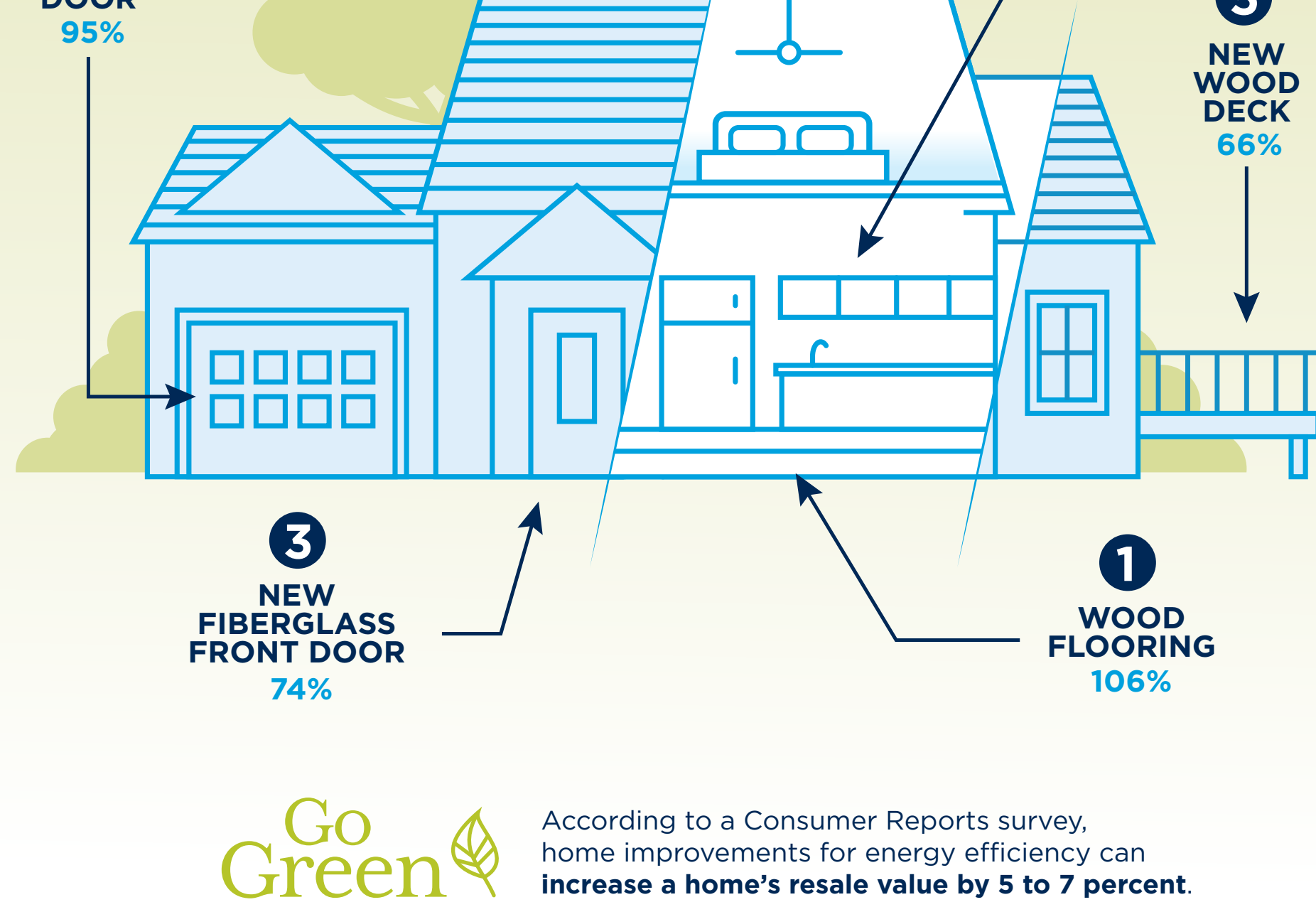


What's the best day of the week to list your house for sale



THE TOP 5 Pre-Sale Improvements

Which extras are most likely to pay off? Honest answer: Not many. Here are 5 popular improvements and what you can expect for the return on your investment.

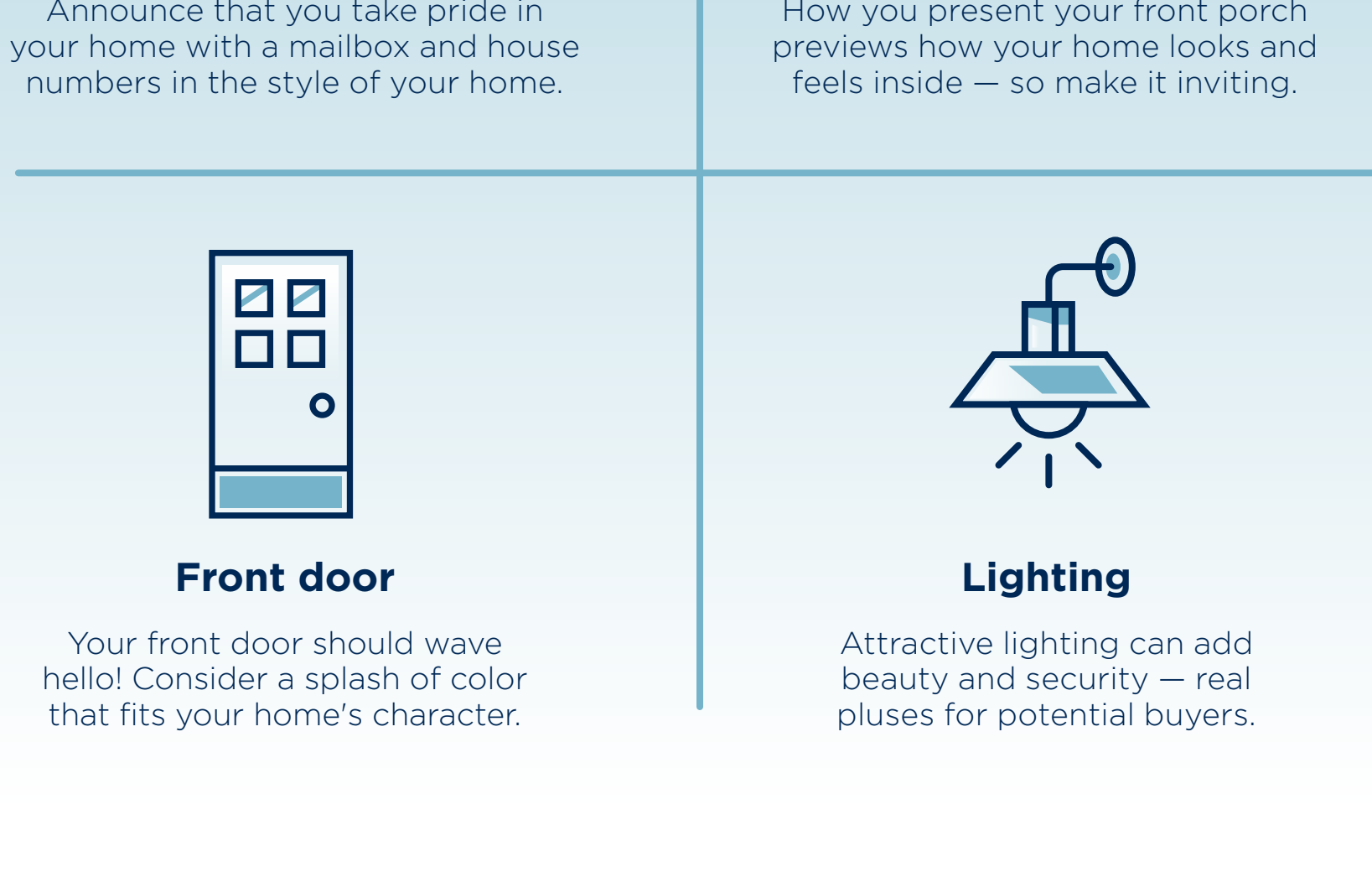


Go Green

According to a Consumer Reports survey, home improvements for energy efficiency can **increase a home's resale value by 5 to 7 percent.**

How's your CURB Appeal?

It's about more than just the lawn.



A few Must Dos

before your home goes on the market

- **Deep clean**: At listing time, your home needs to sparkle!
- **Depersonalize**: See your home as a clean slate helps buyers envision themselves living there.
- **Stage**: Give your space a new, fresh feel that allows anyone to see its potential.

FIND THE RIGHT LISTING AGENT

A good listing agent wears many hats. Look for one that offers services like these.



What's your price?

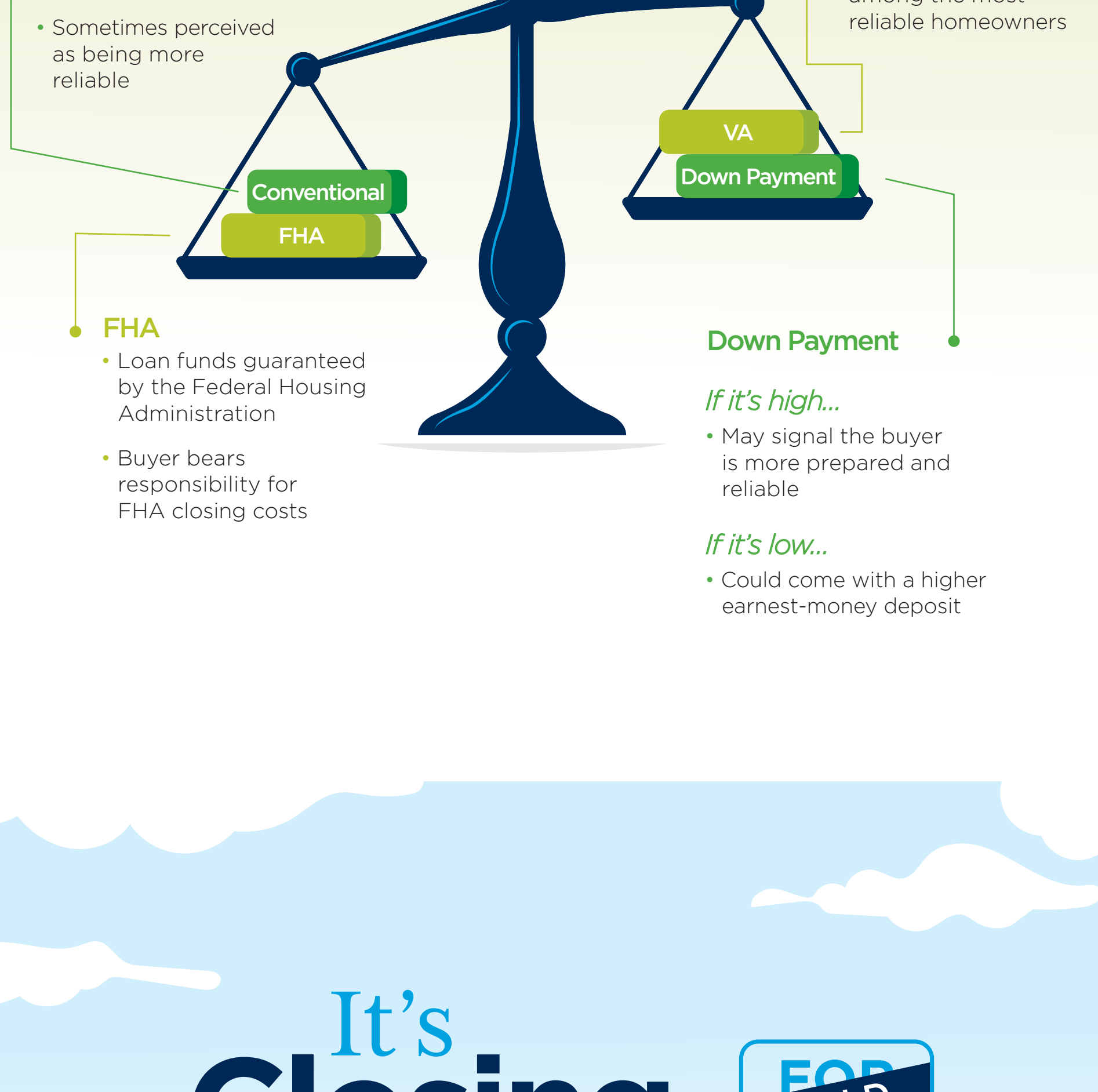
The real question is: How much is your home worth — and to whom?



- Do**
 - Trust your gut
 - Get trusted advice
 - Pay attention to market value
- Don't**
 - Use a round number (ex. \$200,000/\$250,000)
 - End your price with a 99 (ex. \$350,499)

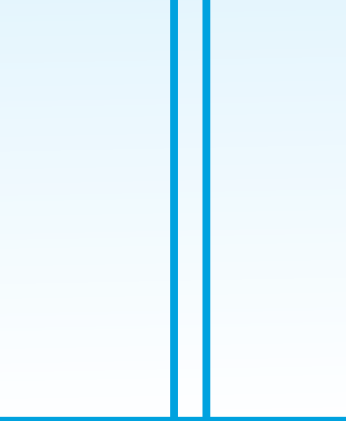
Weigh your offers

Here are some PROS for the most common loan types



It's Closing day

You scrubbed, you staged, you appraised, you upgraded...and you waited. You're finally here.



To read more about all of these topics, check out **"The Essential Guide to Selling Your Home" eBook.**