

ORANGE-WEST REAL TIPS FOR SELLERS

ACCESS TO YOUR HOME- This is essential! Provide Orange-West with a key to your property, even if you think you are always going to be there. Orange-West professionals are all members of the Orange County Board of Realtors and have been specially trained to safeguard your property.

"A Realtor trying to sell a home without a key is like a surgeon operating without a scalpel!"

2. **PERMIT YARD SIGNAGE-** Even with all the advertisements that our clients have come to expect from Orange-West Realty, yard signs remain one of the most useful tools in home marketing today. Reasons for its importance include:
 - a. Improved awareness of home sale by friends, relatives and neighbors
 - b. Many home buyers will drive neighborhoods looking for homes before approaching realtors
 - c. Permits other realtors better ease in locating property for showings
3. **CURB APPEAL-** First impressions are crucial! Many buyers will not even enter a home which has clutter in the front yard, porch, or driveway. The front of the home should be clean, and NOT in need of painting. (Paint is a very effective and inexpensive way to improve the chances of a quick sale)
4. **INTERIOR (LIGHT AND AIRY)-** The inside of the home should be well lit, so turn on the lights before showing. (Darkness makes the home look smaller and removes the warmth of the home) Inside, the home should be clean, odor free and tidy. Put pets in appropriate animal carriers or outside.
5. **"WHEN THE OWNER'S AWAY THE BUYERS WILL PAY"-** Customers are more likely to purchase your home when they feel comfortable. Let the professional Realtor from Orange-West sell your home. Often buyers need reassurance when they see a small problem with your home, which our Realtor may readily answer. However, with the owner present, this concern may never be voiced, and the Realtor will not have that opportunity to allay that concern.
6. **PRICE YOUR HOME TO SELL-** Orange-West Realtors are professionally trained at pricing homes and properties. This analysis actually begins well before our agent visits your home. They gather the latest comparable sales in your neighborhood and analyze the very latest trends. During our agents' visit to your home they are able to refine the price structure depending on the home's appearance, neighboring properties, etc. *Remember a bank appraisal must verify a home's value with similar comparables.*