



**HOW TO SELL  
INHERITED PROPERTY  
FOR TOP DOLLAR IN  
TODAY'S MARKET**

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# **Selling Your Home Fast**

We all know that buying or selling a home can be a time consuming process. Although there are thousands of people looking to buy homes, it can be a tricky process finding the right person interested in your home. With hundreds of thousands of homes for sale in the United States, there is always some form of competition.

If you're looking to sell your home fast, you'll need to attract as much attention as possible. A real estate agent can help, although he can only do so much. He can show your home and help to get it out there to buyers, although he can't make it sell. If you want to sell it fast, you'll need to do some work yourself. If you put the effort into selling your home fast, chances are that you will.

The quickest way to sell a home is by staging it. Staged homes literally invite the buyer in, making him feel right at home. Staged homes are also appealing both inside and out, and are more or less ready to be moved into immediately. They don't sit on the market for long at all, yet they bring a top dollar sell. If you are familiar with staged homes - you should know that they are among the fastest selling homes on the market.

If you don't want to use a real estate agent, it's still quite possible to sell your home - and sell it fast. You'll need to do everything yourself, which involves getting your home out there to the market and showing it to potential buyers. You can always list your home in local newspapers, magazines, and put a "for sale by owner" sign in the yard. This way, you are letting buyers know that your home is for sale. Some buyers prefer homes that are for sale by the owner, as they don't have to pay a real estate agent or deal with one directly.

When you sell your home, you should always make sure that the exterior is clean, the lawn is trim, and the interior is in superb condition. If you plan to live there until it is sold, you'll want to make sure that you have the interior staged as best as you can. You want to give the buyer a great feeling, so he'll stay and won't leave. If your home is visually appealing both inside and out, a buyer will want to see more.

Once a buyer wants to see more of your home, chances are you have found the individual who will buy it. You should never make the buyer feel pressured, but instead make him feel that you are interested in his thoughts and opinions. If you show a buyer that you care - you will go a long way in establishing trust - which will help you sell your home.

# Home Selling Guidelines

Selling a home right now can be done by anyone. With support and information, which can be found through the Internet, one person can sell his or her home either by a real estate agents or selling the home by himself or herself. The high technology that you can find anywhere can be a tool for you to sell your home fast and at a reasonable price, etc.

But, whether you want to buy with agents or by yourself, you need some guides in selling home. There are steps in selling your home. Those guides really help you. Never under estimate them because they have lots of impact in your selling home performance.

## **These are some quick guidelines to selling your home:**

### 1) Preparation; show the very best condition of your home

Here is the first step to sell your home. Make a best first impression to your buyers so that they are attracted to buy your home. Get rid of dirt and rubbish, remove all clutter, repair all flaws of your home, get rid of unused furniture to make it look spacious.

### 2) Pricing your home effectively

A home that is priced right and reasonable will sell in a short time. You can use a third party service to give suggestion about your home's value and the furniture in

it. Don't price it too low as it will cost you more money, yet never set a high price as you will lose your potential buyers.

### 3) When To Sell

You also have to know the right time to sell your home. You surely want to sell your home in a good economic condition and strong demand for houses, which tend to be stronger in June and July. If you sell your home at the right time and with good preparation, you will get the highest price for your home than your prediction.

### 4) A Bit About The Costs Involved

You should also include any costs that you have spent in selling your home, whether it is attorney costs, closing costs, advertisements costs, etc.

### 5) Selling Privately

Selling a home by yourself is not as easy as it seems but it is worth to do because you can save about 2-6% of your selling price. Selling a home privately is going to take time and effort for you to sell it.

### 6) Selling At Auction

Selling at an auction can also be an option. But it is not a suggested because it will cost you more money and also it is a volatile way of selling your home

### 7) Get a real estate lawyer

You can make the flow of documents easy and have professional advice by getting a real estate lawyer in your selling process.

## 8) Marketing your home

There are many ways to market your home:

- a. Writing a classified ad
- b. Home Photos: a picture is worth a thousand words
- c. Lawn signs
- d. Open houses
- e. Home Brochures/Information sheets
- f. The MLS (Multiple Listing Service) provided by the agents
- g. You are your home's best salesman

## 9) Negotiating an offer on your home

## 10) Home inspections

## 11) Closing

These guidelines will help you to sell your home. Never hesitate to ask for professional advices if you meet some problems while you are in the middle of the selling process.

# **Is it a Good Idea to**

# **Sell Your Home Yourself?**

Are you thinking about selling your home? Have you been thinking of selling it by yourself instead of hiring a real estate agent? There are several advantages of selling your home yourself, but there are disadvantages as well. To make it easier for you to make a decision find the most important pros and cons below.

The most important PRO for selling your home yourself is MONEY. Selling your home without the help of an agent means more Money in your pocket!

By selling it yourself you save the commissions and fees. - We are not talking about pennies, we are talking about THOUSANDS of dollars which you would have to pay an agent.

Another advantage is that you are able to decide the times for open houses and showings. It is also completely up to you where and when you want to advertise.

Unlike a real estate agent who is selling many houses, you can focus on YOUR house, because you are only selling your own house. It is obvious that you will have more interest in the sale than an agent.

But as mentioned above there are also disadvantages to selling your house yourself.

Real estate agents are paid a lot of money for a reason. Selling a home takes a lot of energy and time dealing with potential buyers, open houses, closing sales and of course dealing with legal issues. Real estate agents are familiar with all the above and their experience can impact the sale.

Be realistic when making a decision! Will you drop everything to make a showing? Do you think you are indeed a good negotiator and ask for an offer? Are you 100% sure you are able to close a deal? Selling a home is a big project! It's not for everyone who can take on such a big project and can stay calm and professional when dealing with buyers.

Selling your home is not impossible, but it is a challenge. If this challenge excites you and if you are willing to learn then it is not impossible managing selling your home without the help of an agent. With some know-how and a lot of energy you can sell your house without the help of a real estate agent and save thousands.

So how to start? Sit down and start evaluating your house. Finding the right price is the first and most important step when selling your home yourself.

# **Marketing Your House to Homebuyers**

When you want to sell your house, it's essential that you pay special attention on marketing your house to homebuyers. After all, marketing is the way to get people noticing that you're trying to sell a house!

But for agents, it's an entirely different deal. On each call generated from marketing your house, there is an opportunity for the selling agent to take them as clients. The more calls your house generates, the bigger possibility of the buyer's agent to get clients.

Although the reason is different, marketing your house to homebuyers will always be a big deal for all aspects of the sellers' side. You might want to confirm that the agent handling your house runs ads in magazines and local newspapers for that matter.

Prepare the advertisements with that consideration in mind. Pick out a good picture of your house. List the features homebuyers would look for. Also check that your advertisements go to the local Multiple Listing Service, as this is considered the most powerful marketing tool you can find.

If you feel like the agents are not doing a good enough job, put some efforts in marketing your house yourself. Create fliers and postcards announcing your home sale and spread it in the neighborhood. Your neighbors may not want to buy your house, but there's a chance they know of a homebuyer. And because they already know the

environment, they'll make perfect salesmen for your house! "Word of mouth", as always, is the most effective step you can take at the cheapest price.

Following the announcements, you might want to set up an open house that doubles as home showings. The bad thing about this is that most visitors of an open house are rarely homebuyers – some of them just followed the "Open House" sign and went in for no reason. But it's still a good extent for your "word of mouth" campaign. It might even create interests from local real estate agents to list your house. But try not to organize an open house as an alternative when your house has been in the market for some time. Most of your neighbors would already know that you're marketing your house to homebuyers and the open house would attract even less visitors.

Whether it's with an agent or by yourself, you would always want to be involved in marketing your house to potential homebuyers. You will be competing with thousands of other houses, and who's better to flaunt the features to homebuyers than the one who's been living in it?

# **Tips To Selling Your Home**

Selling your own home is never easy, and the difficulties are more than just missing an agent. There are those memories and sense of belongings to get over, for one. You want to make sure the house you've lived in moves to the best buyer possible – and you want to make sure they're willing to pay what its worth. Do you really think you can do this? A lot of people managed to sell their own home quickly. Here are some tips that might help:

- Make sure you have all legal issues covered before you even think about handing your house over. Does your state law require you to give property disclosures to potential buyers? It's always a good idea to invest in a good attorney to help you.
- An attorney can also come in handy for helping you make the contract firm. Selling your own home requires a contract that would both protect you and the buyer – think about the buyer's deposit and the local estate laws.
- A useful but normally disregarded tip in selling your own home is make sure you pick out the best picture to put in the advertisements. Like humans, not all houses are "photogenic", so pick out the best angle that still represents what your house has to offer.
- Something the agents have and you don't is experience, especially in observing buyers. The large amount of potential buyers coming to your house should not

convince you that everyone can finance for a house. If you're selling a house on your own, more buyers will come in hope of a more flexible negotiation – check them all. Ask if they're able to buy your house immediately, or do they need to sell their own house first.

- Cleaning and preparing your house for home showings is only part of your effort. Some potential buyers love to do drive-bys, and rely on that first impression. Make sure your lawn and the front part of your house is well maintained. If your curb appeal is low, clients are reluctant to see what's inside.
- These tips on selling your own home came from people who managed to sell their house successfully. There's a lot to consider before you take every next step, so take your time. And remember, it's useless to do the selling on your own if the revenue taken from not hiring an agent is spent heavily on fixing your own mistakes!

# More Tips For Selling Quickly

Often wonder why some houses can have a number of showings after its first week on the market, and similar ones seem to be left with no attention? A quick sell of a house is common enough to be expected by home sellers, but rare enough to remain a phenomenon in the market. It's really a question of readiness – the houses being sold quickly are better prepared to accept a new resident. Surely price and location is the major reason a house can appeal to home buyers, but there's also more than meets the buyer's eye. Here are some quick sell tips to make sure your house reaches that contract as soon as possible.

- Get a top-quality, state-of-the-art real estate agent. Sounds obvious, but the better qualified your agent is, the more experienced they are and the more guarantee that your house can be a quick sell.
- Play the role of a buyer. Observe your house in the eye of a potential customer. Is there anything you see that makes you think "This is good, but it looks like they're still working on that..."? Ask your friends or neighbors to do the same if necessary.
- There's one sure-fire tip to get your house quickly noticed, and that's putting out the heaviest advertising campaign you can manage. So many houses are being

sold daily, how do you make sure the buyers would even see your home? Quick selling houses are results of excellent marketing skills.

- Offer incentives. When it's time to take any means necessary, start negotiating extra perks to your buyers to lure them even more. A closing-cost help, for example, would motivate the buyers to speed up the decision to buying your house.
- When all else fails, and you're starting to get really desperate, you might want to try renting your house. Afraid of never getting it off your back? Discuss with the renters that your initial need is to sell the house. A rented house with an option to buy is also a good idea.

Some would tell you that quick sells are by means of luck. Though this is inevitably true, waiting for luck will do nothing to speed up the process. Preparation, preparation, and preparation are the three things you most need to ensure a quick sell.

# Home Selling contract

When it's time to finally seal the deal on your home selling, it's time to take out the contract. Since it's the document that will supposedly end the process, it's very important for home owners to understand the components of a real estate contract (even more if you're selling the house on your own). Remember that even the contents in a contract are negotiable, so getting to know home selling contracts would put you in a better position for further discussion. You would also have less risk of being scammed by random contracts offered.

Although not all home selling contracts follow the same standard, most of them should answer the following questions:

- What's being sold? A description of the property on hand.
- How much is it?
- How is the contingency of mortgage? An amount or a mortgage rate is needed.
- How much will the deposit be and whom will it be given to?
- When and where is the closing?
- What is the exact scope of the selling? A home selling contract, in its essence, should give a firm limit of what's being sold and what's not.
- Will the seller be able to do further home inspections?
- What kind of inspections (wellness, hygiene, termite inspection) will be done?
- Is there any insurance covering the house?

Once again, remember that familiarizing yourself with these points will prove useful for those suspicious clauses. Pay extra attention to the contingencies, as this is usually the most essential part of a home selling contract. The home buyers would want to make sure that if something occurs in the house before closing, they would have a way to back out without penalty. Make sure that you as the seller are equally unharmed by this.

The tough job is, even after you understand the main elements of a home selling contract, you might experience difficulty in designing one for your transactions. Once again, it's good to let your agent deal with these things, but if you're selling your home on your own, do some research. Some websites could give you a format of a contract that you could use for self-selling that will not lead to detrimental effects. It's very important to hire an attorney to help you get through the legal terms in contracts, especially when you chose not to hire a real estate agent.