



# How to Sell Property Fast



BrevardMLS

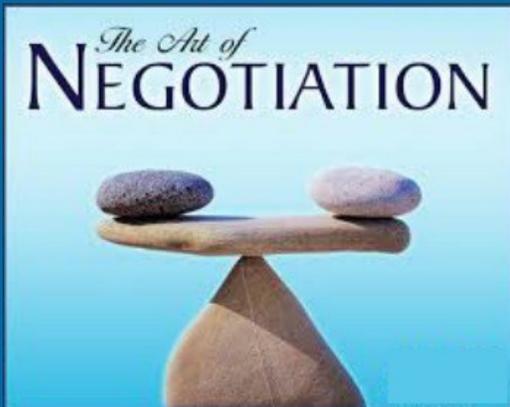


Space Coast Realty & Investments, LLC  
(home of Showcase Property Management )  
Cape Canaveral . Merritt Island . Palm Bay FL

Florida real estate  
broker since 1994

Agi Anderson , Digital Diva says...

“My goal is to sell & close in 90 days or less with every property I list FOR SALE on the FL Space Coast!”



***“Selling Property Fast requires a planned strategy, sell ready condition and a strong negotiator”***

Selling in a real estate market with too many homes for sale requires a proven selling strategy. If you're selling in a buyer's market there are not an abundant number of properties for sale. Therefore, it's important to make your property stand out above the others, priced right with the competition and desirable to attract offers.

**If you are a homeowner or an investor who wants to sell property FAST, follow these guidelines for a rapid sale...**

**Must-Have Marketing:** Homes that sell fast have a sign in the yard, superior photos and a descriptive MLS listing. Also, a video showing your property's best attributes will set you apart from the others on the market. It's important to have well written, accurate, detailed information posted on all of the online real estate sites such as Zillow, Realtor.com and Trulia.

**Easy Access:** Make it easy for buyer's to see your property with a 4-6 hour notice to view. An electronic lock box provides easy access and records who is entering the property. Be flexible to allow visitors in the morning, at night and on weekends. And if possible, leave the house while it's being shown so buyer's are more comfortable and don't feel like they are intruders.

**Comfortable Temperature:** Entering a property that is uncomfortable causes buyer's to look too quickly. A comfortable temperature encourages them to take their time, to look thoroughly and enjoy the experience.

**Pleasant Aroma:** Foul odors make potential buyer's race through the property. Having a clean air filter and air fresheners (if needed) enables the buyer to concentrate on your property and stay longer instead of being distracted by unpleasant odors.

**Pet Etiquette:** Not all buyer's are pet friendly. Prospective buyer's shouldn't even know that a pet lives in the home. Put away the pet items such as dishes, leashes, etc. If there is a litter box, make sure it's odor free.

**Neighborhood Details:** We are not just marketing the property, but also portraying the lifestyle. The MLS listing should include photos of the house, neighborhood amenities, recreation, dining and shopping areas. For some buyers, schools are important. Be sure to include details such as ratings, etc. in the listing.

**Ultra Clean:** A clean, tidy property encourages buyer's to take their time to look thoroughly. Hire a professional cleaning service if needed. In addition to squeaky clean, de-personalize and de-clutter. Less clutter makes the house look larger. Remove religious/political items, and limit family photos so buyer's can envision taking possession as if it's their own home.

**Staged to Sell:** Staging focuses on creating a clean, open, organized space to help buyers mentally move-in. A walk through is required to look at it objectively with the potential buyer in mind. What attributes are appealing in each room and what may be detracting? The goal is to enhance the home's appearance to sell quickly for the highest and best price.

**Curb Appeal: Driving** up to the property is everyone's first impression. If they like the exterior, chances are they'll be more interested to see the interior. Clean any dirty spots on the door and remove debris from the ceilings, corners, lights, etc. Get rid of any dead plants and add fresh ones to add a welcoming and colorful curb appeal. A freshly painted door always makes a statement.

**Competition Matters:** It's important to examine supply and demand in the real existing estate market. A greater number of properties for sale gives buyer's more choices which increases the competition for getting offers on your property. Your home should be in the Top10 best priced properties for sale within a comparable price range.

**Priced Right:** The #1 sell fast tip is to price the property right. The first 30 days are crucial when you want to SELL FAST! Starting with a higher selling price then lowering it later is proven NOT to be effective. And if it's a buyers market, overpricing is the surest way to sell SLOW. The days on market (DOM) matters because buyer's start to wonder what's wrong with the property. It also gives the impression you're not serious about selling or unwilling to negotiate.

## Are You Ready to SELL FAST?

I have a team of professionals, tradesmen and resources to get your property sell ready and SOLD! Call, text or email me using my digital business card at: [ContactAgiNow.com](http://ContactAgiNow.com) let's discuss how to sell your property fast with the best terms and conditions.



It's a well  
known  
fact that  
over  
priced  
listings  
don't  
attract  
offers

