



**Secret Strategies to Sell Your House  
even in today's market  
Over 100 Secret Tactics  
Tips & Tricks**

This book can be printed and it is suggested that you use 8 1/2 X 11 three hole paper which can be then put into a binder. There will be plenty of space for notes.

This book has special navigation features. In Adobe Acrobat once the book is opened and if you select view from the top toolbar and then select read out loud you can listen to a machine generated voice read this book to you while you are busy doing something else.

Thank you for your purchase we hope you enjoy it. Please join our blog as we will be adding more content related to strategies to sell your house. It can be found at:

**[sell-your-house.blogspot.com](http://sell-your-house.blogspot.com)**



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## Strategies to Sell Your House?

That's what it takes to move your home in a market that is clogged with sellers. Many of them panicked. Of course the less they have applied best business practices the more panicked they are. Interest only loans blah blah blah....

I'm not your typical sky is falling media sensationalist. It's still real estate. The reasons that you got in still apply. The media can not make the price of homes go down no matter how much they try.

Yes they can give the buyers pause by sewing seeds of doubt and insecurity. That is how they get you to watch their ads. Why is it the story you want to hear about is always coming up after the next commercial break. Come on you know this.

So when the MLS is flooded with listings and you want to sell your house and get the maximum profit what you need is a strategy.

Imagine the marketplace as an old town square, the shops all jammed in together. Barkers out front trying to catch your eye so they can tell you why their goods or service is better and so unique.

Realtors market don't they. Some do, some are very proactive. This discussion is neutral on the Realtor issue.

My favorite marketer, the guy I just love to read or to listen to is Jay Abraham. You most likely have heard of him. Some of his unique concepts are developed by taking a tactic or strategy from one industry and applying it to another.

## Strategies To Sell Your House

This is sort of how the group of guys that I work with started in real estate. We got in around 2002. None of us are Realtors or licensed in the real estate field. We met with plenty though. We learned a lot in a short period of time. in fact I am about to publish a 'how to' on building custom homes for a profit hopefully before end of the year.

Sometime between now and the end of January I will be tasked with selling 7 custom waterfront homes in the 1 million to 1.5 million dollar range. Yes we use a Realtor at times, but always a good real estate attorney. More importantly we use some aggressive strategies to move these homes.

### **Mindset**

Ok so you decided to sell your house for some reason. Interest rates have gone up, you are moving whatever the reason. Due to a lot of factors that lead to a peak in real estate investing there has now been a slow down period. It was hyped up as a bubble bursting to get money to go back into stock.

The media was unable to get real estate market to crash so now you rarely hear about the bubble or bubbleology. Seldom will the media criticize itself on what it was wrong about. In fact the media exist only to sell you advertising not provide news.

Most of the time they have it dead wrong.

Did they tell you the stock market was going to crash during the dot com fiasco? No. They only made up reasons why and blew the hot buttons out of proportion.

That's not the issue and why am I slamming the media.

## Strategies To Sell Your House

The first thing you have to do is prepare yourself. Your mindset to sell your house. The reason that I am pointing out that the media and so called news providers are wrong most of the time is to reinforce the fact that you need to block out whatever is being said in the media about the real estate market.

Preparation is the first step in the process to sell your house. The first thing that we must prepare is ourselves. Some people call it mindset. What we must do is have the right mindset.

What you tell yourself is important when it comes to this. Not in some kind of law of attraction metaphysical way but in a real world perspective sort of way.

You are selling your house. Not you want to sell your house, you are trying to sell your house but you are selling your house. 'I am selling my house.' You need to get the right mindset because it will affect everything else that you do.

People pick up on confidence and doubt.

You have to establish the proper perspective because it will help you accomplish all of the things that you need to accomplish. So everyday when you wake up. 'I am selling my house'. Before you go to bed 'I am selling my house'. And as many times a day as you can remember 'I am selling my house'.

Now, the real estate market has slowed but there is no crash. Even though it has slowed there are houses being sold in the area that you live everyday.

Now is not the time for you to seek out information and news stories on the real estate market. You can decide to research that later. Right now you are selling your house.

## Strategies To Sell Your House

Inevitably there are those around you that will feel the obligation to point out all the negative real estate news that they can find. Stay away from those people. Tell yourself “I am selling my house”. Do I mean you have to avoid these people for the rest of your life? No. Maybe you should think about what their motivation is for trying to tear you down at every turn but do that later.

Right now you are selling your house. This is a commitment. No vacation, no parties, no golf, ok that is a bit drastic, but you get the idea. Single minded focus is what is required here. You are selling your house.

So if that means putting friendships on hold for now that is what it means. As far as naysayers you can try to ask them not to speak to you of such things but they will only state that they are your friend and are trying to get you to see the reality of the situation.

That is a huge energy drain. That is what the purpose of the naysayer is to get you to pay attention to them and drain your energy.

If you took the time to do the research you would find that home prices have only gone down in a very few areas and that most all areas have experienced modest increases in home values.

You would also find that homes are being sold even in the areas that are the hardest hit. Yes, sales are slower because the investors have slowed their speculation purchases for the time being.

Houses are being sold everyday.

## Strategies To Sell Your House

The energy that you use to prove your point or combat a naysayer is best spent applying some of the tactics that I am suggesting in this work or applying tactics that you devise on your own as you read this.

You can argue with the naysayer later. You can also research the things I talked about after you have sold your home and have nothing to do, right now you are selling your house.

Unfortunately, many of you will not heed these first tips and spend most of your time defending your actions to the experts in your life.

Why people have to have everyone they know agree with their chosen plan of action before proceeding with anything I don't know. Even people they don't necessarily respect or believe will be asked what they think.

Well knowledge is power you say.

The truth is the application of knowledge is power.

Right now do not allow yourself to get sidetracked, stay focused on the task at hand. You are selling your house. I will put some resources for mindset and the like in the resources section but I urge you not to get sidetracked and stay on the task at hand.

Many believe that just giving your home to a Realtor and they will sell it. That works if you have a good Realtor. There are few of those. If you have months or years to wait there is no need to put forth the effort that I have outlined here. It isn't hard to implement most of these tips but it does take action.

## Strategies To Sell Your House

### Commitment.

You are selling your house so you have to commit time to this task.

Yes, You work and maybe even have your own business. So something has to give. One hour in the morning and two to three hours in the evening. Saturday 8 hours and Sunday 6 hours can be carved out of your schedule easily.

That's three hours a day equals 15 add fourteen for the weekend that is 29 hours a week. You can accomplish a lot during that amount of time.

Many of you will commit more some less. Whatever time that you commit I do suggest maintaining a balance in your life.

The reason is: yes, if you stay up all night doing something to promote your house you have accomplished an action step. If you are groggy or not sharp for a meeting you have with a prospective buyer that is not good.

Likewise, if there is disharmony at home the kids or the spouse is grouchy because you are not spending time with them at all you will be off balance when it comes time to interface with others.

You are selling your house so leisure time and family activity will have to be trimmed back but not completely.

You can get the kids and the spouse involved which will help you complete tasks you wish to accomplish quicker. I am of the opinion that the more you do together as a family the better it is. That's just me.

## Strategies To Sell Your House

Most important is this is a marathon not a sprint. It may seem like there will be one thing that you will do that will sell your house but the truth is more likely that it will be a combination of things that you do over a period of time that will accomplish this task.

So consistent effort but don't burn out.

There may be those of you that are in a position that you need to have a sale now. If that is the case take some sick days from work, get the family involved and apply these tactics as fast as you can. A all hands on deck situation. Even then get regular rest and focus.

### **House Preparation.**

Of course if you are living in the home this is harder in some respects and easier in others.

So lets take this from the street. Look at your house from the street.

How does it look?

Are there branches blocking the view?

Leaves in the gutters?

Clean up the yard and the front view of the house as much as possible. Bicycles and children's toys should be put away.

Is the driveway stained?

Get a pressure washer and/or some chemicals from home depot and clean any oil stains rust stains or runoff. If the driveway is cracked repair it as best as money will allow. If the driveway is not paved get more gravel.

## Strategies To Sell Your House

The front entryway should be clear make sure the light works, clean or paint re-stain the front door or get a new one if necessary. Screen door should be in good repair all windows are clean with screens attached.

If there are shutters decide whether to clean them or paint them but they must be in order as well.

All hoses neatly rolled up any weatherizing at the spigot should be taped up and neat.

What we are going for here is clean and simple if there are a large number of potted plants on the front porch remove most of them.

Same for the back yard cleaned up flower beds weeded, shrubs trimmed nice and tidy.

Same for the back porch if there are a lot of surplus items that you do not use laying about get them to the goodwill or salvation army. Back porch needs to be cleaned dusted wiped down light bulb works and everything is presentable.

Don't just stash them in the garage as it must be cleaned out as well.

Fences should be in good repair and if you can't replace them at least stand them up.

Branches hanging low over the yard make it look smaller. Trim them up or tie them back.

Pool area has to be cleaned with a minimum of chairs about.

## Strategies To Sell Your House

If there is a dog or pets they must be cleaned up after any doghouse needs to have a fresh coat of paint or look like it.

When you are going to show the house put the dog in a kennel or at a friend 's house. Pick up your pets Binky. You know that stuffed animal that smells like hell he drags around. Any pet toys bones or balls should be picked up as well.

You don't always have to paint, 409 works wonders and you should buy several gallons at sam's or cost co.

Wipe where there are switches inside and out of the house also in the garage. Wherever people put their hands repetitively. Door knobs , doors, switches, railings. Formula 409 brightens all of that up.

The garage must be clear of all junk.

You must be able to see all of the walls. If you have a lot of boxes and items that you are saving for whatever put them in storage throw them away or donate them.

Paint the walls if necessary and clean the floor. All lights and switches must work, all doors must be in good repair if at all possible.

Even if you are not living in the house and it is new or vacant the same applies to the outside of the house.

On the inside everything must be neat clean orderly.

You will have to go through the house and clean everything up. Give it a good spring cleaning move the furniture and clean under the cushions.

## Strategies To Sell Your House

Clean all the ceiling fans, make sure all ac vents air clean and clear replace the filter and clean up around the ac unit, water heater, washer and dryer areas they will be looked at.

All window sills must be cleaned. If there are extension cords running all over the place remove them.

What we are going for here is simple.

### **About Improvements**

Improvements are a tricky thing. My personal rule of thumb is that I will do improvements if there is damage. Cracked driveway or walls like that. I have to admit it doesn't come up that often as most of what we have been marketing lately is new construction.

I will not add a pool, landscaping or fencing or decking. I will leave that for the new owner. Upgrades that they can do to increase their equity position right off the bat. Also it is a matter of style and taste. I have my own style as does everyone.

It is my belief that anything that I do will reflect my style and actually inhibit a prospective buyer from being able to visualize the home as his own.

What I will do is get bids from my contractors on improvements that could be considered. I give these to potential buyers to fuel the fire so to speak although I will not pay for them. It also give the contractors a little bonus if the new buyer wants to do something they have their bid in already.

## **Staging The House**

Staging to sell your house. I think everyone is hip to this. Mostly from watching shows like flip this house, million dollar listing and others.

Many people are going nuts with this. You are supposed to be staging the home to sell it so your personal tastes aren't the issue. I understand. You may be thinking to yourself that 'your' personal tastes are such, most all refined , genteel people as yourself would love what you love.

So reel it in a little bit okay?

You want to sell your house right? So you want to appeal to everyone. The easiest way to do this is to go generic. Plain simple color schemes. Such as white and soft colors, tan, blue.

Keep it simple.

Spending 2500 on Victorian era heavy drapes might not be the ideal.

Keep it simple.

Think of the house you are trying to sell like a blank canvas or clean slate. You want the buyer to fill it in with their imagination. If they can't see or imagine what they like fitting into the home it's a barrier to purchase.

Maybe a limited barrier but you want all the help you can get. Also don't put yourself into the furniture business. If you are not paid as a professional interior designer maybe you want to rent staging furniture and the like.

## Strategies To Sell Your House

I realize that when you watch the real estate shows on TV they say you can get three times the value of the furniture in the home. Everyone else saw that show as well.

So if you are living in the home you can allow the furnishings to be an option if you wish but don't push.

Keep the transaction simple. You want the perception to be that buying your home is easy and uncomplicated.

### **Some Other Suggestions**

Make sure the kitchen counters are bare, devoid of any appliances, bottles, cute spice racks and cutting boards. The refrigerator must have nothing on top of it and no pics, magnets and cute stuff on the front of it.

It goes without saying but I will say it anyway. the house must be clean top to bottom and uncluttered, even if you are living in it.

If your teenagers are a problem have them stay at grandma's while you schedule showings or have your open house.

Clean and uncluttered goes for the garage, driveway, porches, yards and closets.

Open all window coverings, shades, drapes and or blinds. Let the sun shine in. This will make you have to dust more but bright and airier looks bigger and more inviting.

A potential buyer needs to be able to picture their junk in the garage, their stuff on the counter, on the refrigerator, in the yards and closets.

### Strategies To Sell Your House

These are just suggestions and please note that staging your home may not overcome major obstacles to sale but it can certainly help to ease over small ones.

Maybe take some furniture and put it into storage. Less furniture makes the rooms look bigger.

Only have one or two pictures on the walls of each room.

Paint if necessary white or off white is great.

If one of your family has painted some wild color in their area paint over it.

All closets must be cleaned up an orderly.

The kitchen counters must be clear with nothing on them except a coffeemaker or microwave.

The front and top of the fridge must be clean and clear.

Get new shower curtains in plain color and clean all bathrooms immaculate.

If need be hire a maid service.

I understand that you live in the home. What you want is for prospects to be able to see themselves living in the home. They must be able to picture their stuff in the house and to do that there has to be less of your stuff.

If the house is vacant rent some furniture and some lamps or buy some but not too much and no wild colors or prints. This isn't the time for you to get creative.