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Results Driven Real Estate Services

How to Get Top Dollar In Any Market

1. Pricing Factor

It is very important to price your property at a competitive market value right when you list it. The market is so competitive that even over-pricing by a few thousand dollars could mean that your house will not sell. It's interesting, but your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time.

An overpriced home:

- * Minimizes offers
- * Lowers showings
- * Lowers agent response
- * Limits financing
- * Limits qualified buyers
- * Nets less for the seller

Marketing begins when you decide to list with us. We promote your home as coming soon in all of our networking events and we always mention it to potential buyers who maybe interested in your home. Additional marketing occurs when your home is listed, this includes flyers, brochures and website listings. One thing to keep in mind when listing your property, if you are unwilling to list at current market value, you would be better off not putting it on the market at this time. To help you decide if the time is right we will provide you with a market analysis which will assist you in making this decision.

2. Pricing Factor

Most people are turned off by even the smallest amount of untidiness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space. Odors MUST be eliminated especially if you have dogs, cats, or young children in diapers, or if you are a smoker. You may not notice the smell, but the buyers do! Most agents have a difficult time communicating to their sellers about odor. If you employ an agent to get the most amount of money for you, don't take offense if they must confront you about odor problems.

How to Get Top Dollar in Any Market (continued)

3. Access Factor

Top selling agents will not show your home if both the key and access are not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes! The greatest way to show a house is to have a key box installed at your home. When your home is being shown, you should do the following:

- * Keep all lights on
- * Keep all drapes and shutters open
- * Keep all doors unlocked
- * Leave soft music playing
- * Take a short walk with your children and pets
- * Let the buyer be at ease and let the agents do their job

4. Paint and Carpet Factor

Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated, or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Don't think that buyers have more money than you do, to replace carpeting. They don't. They simply buy elsewhere.

5. Front Yard Factor

Your front yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. is all adds to curb appeal. If it's winter time, make sure all walks and driveways are clear of snow and ice. If a buyer doesn't like the outside, they may not even stop to see the inside!



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