

Get back to basics to sell your home

Why is it that some homes sell immediately, while others linger on the market? In today's real estate environment, that question is becoming increasingly important. It can be easy to over-think selling techniques, but sometimes it's those very basic strategies that can make the most impact. Price, location, interior design, and overall condition of the property all play a critical role in selling your home. Taking a "back to basics" approach can help make your home go from "for sale" to "sold."

"When the competition is fierce, a natural reaction is to think of unique and creative ways to market your house," said Jim Dohr, president of Coldwell Banker Gundaker. "The truth is, getting back to the basics of home selling and giving buyers what they are looking for is the best way to stand out and get your home sold fast."

Here are some absolute musts for home sellers today:

Price to market. Be realistic about what your home is really worth in the current market and identify your competition. Do your research and be aware of trends with real estate in your area. The listing price can make or break your chances of high volume showings and therefore more probability of offers.

Spruce up curb appeal. First impressions count, and many homebuyers decide whether or not they like a house before they even enter the home. Be

sure to keep sidewalks cleared, paint fresh, and landscaping tidy to create an inviting look and feel to prospective buyers.

Set the stage. Buyers can be brutally judgmental. If they don't get the warm, homey feeling right when they walk in the door, chances are you may have already lost the sale. Focus on creating a bright, welcoming space through interior design. A clutter-free and properly staged home is sure to catch a buyer's eye.

Right place, right space. While you can't change the location of your home, you can play up the benefits of your neighborhood. Is it near schools, shopping, entertainment or transportation? Your Realtor will be able to articulate the location of the house as an amenity. After all, buyers may be attracted to it for the same reason you were when you initially bought it as your home.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 23 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation's largest residential real estate brokerage company. NRT, a subsidiary of Realty Corporation, operates Realty's company-owned real estate brokerage offices.

For more information, please visit www.cb Gundaker.com.

