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SELLING 101: BEGINNING TIPS FOR FIRST TIMERS

ST. LOUIS, MO (April 11, 2011) – The process of selling your home in today’s market may seem daunting, especially for those who have outgrown their starter home and are ready to sell for the first time. But, there are simple steps homeowners can take to put themselves in the best position to make the most of their first selling experience.

“Selling a home can be an emotional rollercoaster if you don’t know where to start,” said Jim Dohr, president of Coldwell Banker Gundaker. “Setting a timeline and engaging the right professionals at the right time can remove much of that stress and put you in the best position to sell your home quickly and at a satisfying price.”

Here are some do’s and don’ts for first-time home sellers:

- **Choose Your Agent Wisely.** Hiring your friend’s relative from high school might be convenient but not necessarily the wisest option. Knowledge of current market trends and familiarity with the community are critical factors to consider when hiring a real estate agent to sell your home. Shop around and interview several candidates. Having the right agent may mean the difference between selling your home quickly or having it stuck on the market.
- **Price to Sell.** Your home is only worth what a buyer is willing to pay, no matter how much work you put into it or how much it means to you. Determine with your agent what the fair market value of your home is based on its features, location and comparable listings in the area. Setting the price too high can leave your home to languish on the market. And, setting it too low could mean walking away from well-earned equity.
- **Perk Up.** Offer buyers incentives that will set your home apart from your competition. Something as simple as offering to pay the closing costs may be just the edge you need to convince the buyer that your house is the best deal.

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 Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.