

SOUND OFF *Patty McManus*

Do you have some tips for sellers looking to sell fast?



It's the elephant in the room, so why not get it out of the way? It is always about price. The price will fix each and every objection a buyer may have. Whether we are talking about a driveway that rivals an Alpine slope or kitchens and bathrooms from the 1970s, every house will sell if it is appropriately priced.

In addition to positioning your home in the appropriate price point, the home should be presented in the best possible light. There are plenty of things that can

be done for little or no cost, with some elbow grease and paint. All work, repairs and cleaning should be done prior to the home being actively marketed. You never get a second chance to make a first impression.

The easiest "fix" is to have the house as clean as possible. Although cleaning is what I call a "temporary condition," it does give the buyers the impression that the home has been well cared for. Declutter to the best of your ability. I always tell my clients that

this is still your home and you have to be able to live your life while on the market. Do the best you can.

If there are scuffs on the walls, you can use Simple Green or Mr. Clean Magic Erasers. If those things don't work, consider a fresh coat of paint. Paint is inexpensive and the results are immediate.

Stained carpets are a big turn off to buyers. If you have stained carpeting, it should be cleaned or replaced.

Sellers should imagine that they

are a discriminating buyer and take an impartial look at their home. If they see something that could be a buyer objection, it should be addressed. Your real estate agent can also help you by walking through your home and offer suggestions as well.

Price your house right from the start and your end result will be an offer in less time with less inconvenience and almost always at a higher purchase price.

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