

# David Kerr & Rob Jones, Realtors®

## Are You Ready to Sell?

---

Whether you **want** to sell your home or **need** to sell your home, you will be facing the following questions and decision points. Your own unique situation will determine what your final decision is. If you have doubts on which way is the best for you today and for the long term, consult a trusted Realtor®, lending professional and legal or tax professional for insights and guidance.

**Know your reasons for selling.** Is your current home too small? Too big? Has your lifestyle changed in ways that make a different type of home desirable? Do you have a personal or financial hardship that is making it increasingly difficult to continue to meet your mortgage payment obligations? This may seem obvious, but it is important to know that some circumstances may send you down different strategies for selling your home. You need to know the differences.

**Know your timeline.** Can you wait to get the price you want? Or will your finances force you to sell within the next 2 months? It is critical for your Realtor® to know this as it will directly impact your pricing strategy, as well as the expectations around what offers you will be inclined to accept.

**Know your house.** When was it last painted or redecorated? What structural issues have you been keeping on the honey-do list and never quite fixed? Are the windows weathered and worn out and drafty? Is the yard looking weedy and threadbare? Remember the features that attracted you to the house in the first place. Ask some friends and family who can be honest with you to give your house a critique. If you are not ready to make your house attractive to new buyers, you are leaving money on the table.

**Know your limits.** Is there a financial bottom line (a dollar amount you must have in order to pay off the debt)? Is it the same or different from your personal bottom line (an amount you feel you must have because of the value you place on the home)? Recognize that your personal bottom line may not always line up with current market conditions. Take some time to really think this one through, so that you can receive any offers with a clear head.

**Understand the costs.** As the seller you will be paying for the commission for the real estate agents who represent you and the buyer. Depending on which city and county your home is located in, you may also be paying for a portion of the county and city transfer taxes, and/or other costs involved in closing. Property taxes will be pro-rated between you and the buyer. And if the buyer discovers some substantial repairs needed on the house, you may be asked to bear part or all of the cost of making those repairs. Always keep in mind that the price you agree to sell the house for is not the amount of money you will receive at closing – it will be less.