

Make Your Home Easy to Show!

Your home will sell more quickly if agents in the area can show it to as many potential buyers as possible.

A busy agent will be more likely to show houses that are easiest to access. If possible, let your agent put a "lock box" on your home. The lock box holds a key to your home, and only qualified agents can access it. Homes with lock boxes get shown far more often than homes requiring an appointment.

If you aren't comfortable using a lock box, be sure that you make it as easy and convenient as possible for agents to show your home. If an agent calls, do whatever you can to help them show your home. Otherwise, you may lose a great opportunity.

If you're at home when an agent and buyer arrive, leave if you can. Buyers often don't feel comfortable viewing a home when the owner is there, and their uneasiness might cause them to overlook some of your home's best features.



Preparing Your House for Sale

Consider taking these few important steps before we put your house on the market. This sort of fine-tuning will help maximize your earning potential.

Curb Appeal Creating curb appeal can increase your selling price. Can we give your home a little extra "something" to draw buyers in? Touch up the paint? Tidy the lawn and edge it neatly? Prune trees and bushes? Plant some colorful flowers in boxes and pots? These minor enhancements require minimal effort and expense but can create a major impression.

Creating a Welcoming Home Does your house say, "Welcome home!" to a buyer? You will need to "depersonalize" your house so prospective buyers can imagine it as *their* home. Sometimes, pieces of furniture will need to be removed (store them with friends or family or donate to a local charity), rooms will need new paint, carpeting will need to be changed, fixtures will need polishing, and windows will need cleaning. Eliminate clutter. Closets and cupboards should appear large and roomy. We will review your home room by room and recommend changes that can enhance sales appeal.

Setting the Stage Improvements in your home's appearance help tremendously, but we also want to engage the senses of prospective buyers. Lighting is critical. We'll draw back curtains, open blinds, change light bulbs, and add lighting in some places. We'll enhance the ambience with soothing background music and enlist a number of tactics to create a pleasing aroma throughout your home.

Welcome Home Checklist

Clutter

Clear and clean all countertops. Remove unnecessary furniture throughout the house. Remove knickknacks, souvenirs, and family photos. Remove photos, artwork, and coupons from the refrigerator

Bathrooms

Are doors hung properly? Are surfaces clean and free of clutter? Is shower curtain hung properly? Is the floor clean? Are towels neatly arranged?

Walls

Are walls clean? Does paint or wallpaper need touching up or patching? Are the walls free from holes? Do any objects on the walls need to be removed?

Floors

Is the carpet clean and stain-free? Are other floor surfaces clean and stain-free?

Windows and window coverings

Are all windows clean? Are draperies and blinds clean?

Pet(s)

Remove all signs that you have a pet. Clean or change and remove kitty litter, pet toys, and bedding.

Aroma

Air out your home prior to showings. Use an air freshener, if necessary. However, remember that some prospective buyers may have allergies, so use far in advance of a showing if possible. If you have time bake some cookies.

Mood

Open draperies and blinds. Tune your radio to a classical music station and keep at a low volume.

The Backyard Especially during summer months, when buyers will be thinking about barbecues and children playing outside, the backyard can make an important impression. Do everything you can to make your backyard as inviting as possible.



- Fertilize and water your lawn. Mow and edge it frequently until your home is sold.
- Prune shrubs strategically to show more of your home's exterior—this also makes the yard look bigger.
- Repair fences if necessary and consider (re)painting them. Check all latches and hinges and replace any that are old or not working well.
- Clean up after your dog vigilantly.
- Plant a few annuals to add color. Consider adding some potted plants to a deck, verandah, or patio.
- Make sure patio furniture is clean and neatly arranged.
- If you have a pool or hot tub, keep it clean and neat.



The Kitchen

For many potential buyers, the kitchen is the most important room in the house. They will be quick to notice any shortcomings, so take some easy, affordable steps to put your kitchen in the best possible light.

- You want your kitchen to appear roomy and bright. Remove clutter from all countertops. Remove and store everything you can from drawers and shelves (buyers will definitely peek in your drawers and cabinets).
- A fresh coat of light, neutral paint on the walls will make them appear spotless.
- The sink should be absolutely free of stains, leaks, or drips. Consider replacing an old, dated-looking faucet—this small change can improve the look of the entire kitchen.
- Consider new countertops if yours are old and worn. Choose a neutral color.
- Freshen up the cabinets with paint or new hardware.



Curb Appeal Checklist

The property

- ~ Are the grounds free of building materials, discarded household items, etc.?
- ~ Have garbage cans been stored in the garage?
- ~ Have all bushes, trees, and shrubs been pruned?

The exterior of the house

- ~ Is the roof free of obstructions and debris?
- ~ Are the gutters neatly hung and clean?
- ~ Are the windows clean and unobstructed (by overgrown bushes or trees)?
- ~ Is the front door in good shape? Does it need painting or replacing?

The paint or siding

- ~ Does the siding need a power-wash?
- ~ Does the paint need touching up?

The landscaping

- ~ Are all plants neatly pruned?
- ~ Have beds been weeded?
- ~ Have beds been properly mulched?
- ~ Are any flowers in bloom? (If not, consider planting some in pots or flower boxes.)

The lawn

- ~ Has the lawn been weeded?
- ~ Is the lawn free of grass clippings?
- ~ Is the lawn neatly edged?



Flowers Add Curb Appeal

Experts agree that curb appeal helps houses sell. Your home's appearance from the street may very well determine whether potential buyers ever get out of their cars and come inside.

Flowers are one of the easiest, quickest, and least expensive ways to increase your home's curb appeal. They make your house look inviting and can transform a drab, dreary yard into one that looks colorful and lush. Especially during the spring and summer, take advantage of the warm weather and plant flowers in beds, pots, and boxes. Choose colorful flowers that will be in bloom when your home is on the market.

Planting in flower boxes and pots is easier than planting in the ground and allows you to position the flowers where they can have the greatest impact—and no real landscaping is required. You don't need to have a green thumb or spend a lot of money, either. Your local home-improvement center or nursery can help you choose the best flowers and plants, and you can easily create several lovely boxes or pots for less than \$100. The best thing about pots and boxes is that your “landscaping” results are immediate.

How Much Is Your Home Worth?

If you're thinking of selling your home, you'll want to have an idea of what it's worth before you put it on the market. We analyze home values and determine market prices every day. By comparing your home to recent sales and similar homes on the market in Santa Fe—in a process called Competitive Market Analysis, or CMA—we can determine your home's worth.

Santa Fe Realty Partners will happily perform a free CMA for you. Simply fill out the form below. We guarantee your privacy.

Getting the Best Price for Your Home

Effective marketing is the key to getting numerous qualified offers, selling your home quickly, and obtaining the highest price the market will bear. Dynamic marketing in every medium has helped put Santa Fe Realty Partners at the top of our field.

Setting the right price for your home is also crucial. If your price is too high, your home will take longer to sell, or you may not get any offers. If your price is too low, you won't receive its full, fair value. We're experts when it comes to Santa Fe area real estate—we analyze the market and set home prices every day. We'll work closely with you to ensure that we do everything to get the best price possible for your home—and in a time frame that suits your needs.

The condition and appearance of your home can affect our ability to get you the best price. Buyers are often motivated by emotional factors—how a home looks and smells, the “mood”—as much as financial ones. We'll walk through your home with you and advise you how to “stage” your home most effectively—in easy, inexpensive ways.

Real estate negotiations and contracts can be intimidating in their complexity. As your agent, we'll negotiate on your behalf throughout the process and ensure that your interests are protected. Getting you the best terms and prices is simply our job.

Reasons Homes Don't Sell

Have you had your home on the market for several months without any offers? One or more of these common mistakes might be the cause.

The price is too high

The most common reason that a home doesn't sell is that the asking price is simply too high. Overenthusiastic agents and unrealistic seller expectations can lead to overpricing, but regardless of the cause, if you've priced your home too high, you may run into problems. Even if you manage to get an offer, the prospective buyer may have problems securing financing for your high price, and the deal

may fall through. Do a comparison: if homes similar to yours are selling for less than your asking price, you may be priced too high.

Your home needs some “touch-ups”

The housing market is competitive. Your home has a lot of competition, including pristine new houses. The more you can do to improve your home’s appearance, the better your chances for a quick sale. Is all your paint in great condition—inside and out? Does all your flooring look good? Repainting doesn’t cost much, and new carpet is less expensive than you might think, but they both can make a big difference to prospective buyers. Remember: a buyer doesn’t want to have to do anything except move in.

Your location is less than ideal

“Location, location, location” is one of the oldest clichés in the book, but it’s true. Simply put, a home in a bad location won’t sell for as much as an identical home in a better location. Schools, crime rates, the neighborhood’s appearance, noise, and pollution all affect a location’s desirability. If you’re in a bad location, improvements to your home may help minimize the impact—ask your agent what you can do. Often, though, the only thing that will reliably overcome a bad location is a lower price.



The marketing campaign has run out of steam—or never had any

The best listing agents are aggressive. Your agent should be running ads in the local newspaper and real estate publications, broadcasting his or her listings to other area agents, and making sure your home can be found easily on the Internet. Some highly successful agents even run radio and/or television ads. If your agent has only put a sign in your yard and added your home to the local MLS, then it might be time to find a new one.



The market is slow

“Slow market,” “buyer’s market,” or “cold market”—it all means the same thing: homes for sale outnumber active buyers. You can combat this trend in several ways. Lower your price—buyers are expecting to find bargains in a slow market. Offer to pay some concessions to help a buyer without a lot of cash. Or simply wait it out.

Your home isn’t easily accessible

Quickly if agents in the area can show it to as many potential buyers as possible. Agents will be more likely to show houses that are easiest to access, so if possible, let agents “lock” on your home. Homes with lock boxes get shown far more often than homes without. If you aren’t comfortable using a lock box, be sure that you make it as easy as possible for agents to show your home.

You have an agent nobody likes

If your listing agent isn’t liked or respected by his or her peers, it could impact the sale of your home. A buyer’s agent may have unearthed several good matches to show to a prospective buyer, but if a property is listed by an agent who is difficult to get along with, arrogant, or unpopular, the agent may just “overlook” that listing.

Why You Should Choose Santa Fe Realty Partners to Sell Your Home

Selling a home is a major financial and emotional decision.

Choosing the best real estate agent to market and sell your home can turn a daunting, difficult, and stressful process into a comfortable experience during which you remain informed and in control. As a top Santa Fe area brokerage, we will ensure that you get the best price for your home in a time frame that suits your needs.



As your agents, we will:

- ~ Determine what your home is worth in the current market. We analyze and determine home values in Santa Fe every day and are experts in this field.
- ~ Market your home aggressively—not just locally but on a national basis as well. Through our professional contacts and affiliations and utilizing advanced technological tools, we can make information about your home available to qualified buyers in Santa Fe and across the country. Within minutes, we can contact Santa Fe real estate agents as well as national relocation firms.
- ~ Visit your home and help you prepare it for showings. A few small steps can help you get the highest price in the shortest amount of time.
- ~ Negotiate on your behalf to sell your home at the best price possible and protect your interests every step of the way.
- Answer all of your questions about the selling and closing process. It's our job to keep you informed and make sure your experience is as comfortable and trouble-free as possible.

Let us help you sell your home and protect your interests. Simply fill out this form and tell us a bit about you and your property. We'll get back to you right away. Feel free to call or e-mail us if you prefer.