

Selling a ‘Diamond in the Rough’

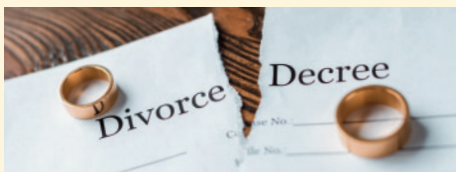
Selling a fixer-upper property can be challenging, but the process can be made a lot smoother by making some smart decisions:

- Hire a REALTOR® with a proven track record of selling fixer-uppers. You need a REALTOR® who knows how to market your property to potential buyers. When interviewing agents, ask for past examples of fixer-upper sales.
- Decide if it’s worthwhile financially and timewise, to repair or renovate before selling.
- Determine if you will sell it “as-is.” Doing so will limit liability for issues, such as broken appliances, mould, pest issues, etc.
- Choose whether it makes the most sense to stage, not stage, or leave the property vacant.
- If it’s not going to be a complete gut job, have it professionally cleaned.
- Price it right. Check out what recent fixer-uppers in your area have sold for and determine the lowest price you will accept.
- Be sure to market to builders and contractors. Focus on the potential and selling points (e.g., layout, desirable location, original wood), be transparent about any issues to avoid liability, consider mentioning cost estimates for renovations, and try to time your selling with when the weather is more agreeable for renovations.



Selling a fixer-upper might take longer than your average property sale, but with some patience, optimism, and a solid strategy it can be done.

Divorcing? Consider a REALTOR® With a Divorce Niche



Divorcing and selling your marital home is an emotional time but having a real estate agent who is experienced working with divorcing couples can help. Consider the following:

- They are experienced in being an objective third party to help with decisions during an emotional time.
- They are knowledgeable in different divorce situations, such as one person buying out the other.
- They have mediation skills for disagreements about home selling decisions and property division, which can lower legal bills, leading to a quicker sale.
- They have knowledge of legal and tax implications related to divorce and selling the matrimonial home and can ensure all paperwork is handled correctly.
- They know how to market the home and will maintain confidentiality about the personal circumstances of their clients. For example, the home must look like the couple is together. If prospective buyers have any indication of a divorce sale, they may make a lowball offer thinking the sellers are desperate to sell quickly.

If you are looking for a REALTOR® who specializes in divorce real estate, ask for and check their references of divorced clients they have sold with in the past.

Think, Act... Live!

“What you don’t do can be a destructive force.” Eleanor Roosevelt

“The best mind-altering drug is the truth.” Lily Tomlin