

# REAL ESTATE UPDATE

## Tips On Selling Your Home Independently

(NAPSA)—Good news for homeowners who want to sell a house without paying a costly broker's commission: There are a number of easy-to-use resources to help you through the process.

One valuable resource is ForSaleByOwner.com, a Web site that offers online and print real estate listings, along with ideas for marketing your home, information on lenders, and tools that let you compare the real estate markets in different cities.

To sell your home without having to pay a broker's commission, ForSaleByOwner.com, offers these useful tips:

- Make every word count. When posting a home for sale online, a clear informative description is essential. Make sure to list the home's important features.

- Price your home correctly. Overpricing your home will increase its time on the market and many buyers are aware how long homes have been for sale. Pricing your home at fair market value may ultimately net you more money.

- Don't forget the yard sign. A good sign, with a brochure box containing all of the detailed information on your home, could make a big difference.

- Prepare your home for the buyer's eye. Make necessary repairs, spruce up the house inside and out, and pay attention to simple alterations in curb appeal.

- Don't mistake "lookers" for buyers. Make sure potential buyers are qualified by asking a few key questions the first time they call, such as: How much does the buyer want to spend? How much



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can they afford to put down?

- Be a smart marketer. Market your home as many ways as possible. Along with classified or Internet listings and open houses, you might consider a 24-hour real estate hotline dedicated specifically to your house.

- Keep your options open. Never remove Internet or print listings until the contract is signed.

- Give potential buyers some space during showings. Potential buyers like to get the feel for a house to see if it will be comfortable for them. Giving the buyer some space will allow him a better chance to visualize living in the home.

- Obtain a qualified bank appraisal and commitment for financing from a home lender. A qualified bank appraisal can be a marketing tool for a home because buyers are afraid to pay too much for a home.

To learn more, visit the company's Web site at [www.forsalebyowner.com](http://www.forsalebyowner.com).