

HOW TO SELL YOUR HOUSE

**WITHIN  
10 DAYS**



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# How to Sell Your House Within 10 Days?

Making that fast home sale is a slightly different process than a traditional home sale. It requires different marketing strategies and sometimes selling with someone other than the average homebuyer. With the proper information and a little luck, a homeowner can sell their property quickly.

## **Selling Your Home Fast is Difficult**

The real estate market is always fluctuating, both up and down. While the market may be in a down period it will go back up again and visa versa. This is what drives many to keep buying homes in a

rough market. The potential for gains is huge.

These are the kind of people that the average homeowner should approach right now, especially if they want to sell their home fast. There are several ways to increase your chances of selling quickly, but ultimately it boils down to the kind of buyer you are trying to attract.

Finding these buyers isn't a difficult process. It's simply a matter of the right marketing and making calls to the right companies, such as real estate investors.

However, if you want to sell fast on the traditional home market, it will take some effort.

Homeowners have three options to selling their property. They can sell with a real estate agent. They can put up the home for sale by owner. Or they can sell it to a real estate investor. Each option has its own benefits and drawbacks.

Selling with an agent can mean making a lot of repair work before putting the house on the market. It can also mean enduring a long wait to find an interested buyer. Not an option for those looking to sell.

Trying to sell the home yourself means a lot of work. Homeowners will be responsible for their own repairs, marketing, contracts and dealing with escrow. For the average homeowner, this is a time consuming process. It's unlikely to result in a sale within 10 days.



Selling with a real estate investor usually means that the house will sell quickly and that the homeowner will be paid cash. Investors have access to ready reserves of cash, so they don't have to wait for approval on a loan. However, the offer price may not be what the homeowner had in mind for their property. It really depends on what the homeowner values more, a quick sale or as much cash as possible.

The process of selling a home is involved, even with a quick offer. Homeowners usually have an easier time when attempting to make a sale with a professional, either an agent or an investor. There are drawbacks, but these professionals have invaluable knowledge and skill to supply.

No matter what option you go with, there are some tips you can apply to encourage a fast sale

## Tips for Getting Your Home Ready For Sale

Selling a home within 10 days requires some pretty strategic moves on the homeowner's part. Making the sale quickly is the result of lots of prep work before actually putting the home on the market. If you can go through the process of getting your home ready for sale before actually listing it, you'll be ready to jump on any home offers that come your way. These tips will help homeowners in getting their home ready for sale.

### Remove Clutter from the Home

Go through and remove extra furniture and clutter from the home. Look to open up rooms for ease of flow. This is especially important when hosting an open house. The buyer will be turned off immediately if the house looks bad or cluttered.

Get into the closets and empty them out. You can't just hide things in the closets! During walkthroughs homebuyers will definitely check closets, storage spaces and medicine cabinets.



Clean up your yard and garage so homebuyers can really see what your home has to offer. Clear out the garage so that it's possible to park inside. Pull up any dead plants and trash in the front and back yard.



Get a storage shed for your excess stuff. Rather than getting rid of your property, consider getting a storage shed to keep it in until you sell and move. You may also find a family member who is willing to store your extra furniture until you can make that sale.

### Stage Your Home

House staging is an art form, but that doesn't mean you have to be an artist to set the stage for visitors. The first part of staging is simply clearing out clutter and

trash and removing extra furniture from the room.

Paint rooms in muted or neutral colors, if they aren't already. Most homebuyers will find it difficult to look past a room painted hot pink or even powder blue. Neutral colors, such as tans, gray, olive and variations on white are unassuming. Plus, a fresh coat of paint brightens up the room.



Get rid of carpet stains. Rent a carpet scrubber and run it over the carpets in the house. If there is a stain you can't get removed, consider replacing that section of carpet. This applies to tile, linoleum and hardwood floor too.

Treat each room in the house as its own separate canvas. This helps when deciding how to decorate. It also gives the homebuyer an idea of how flexible your home is style-wise.

Keep just two or three pieces of furniture in each room. This allows for traffic flow and keeps the area from looking cluttered and therefore, small to the home buyer.

Don't leave the walls bare. Keep paintings, wall decor and clocks up, but remember to take down family photos. The buyers don't want visual reminders that someone else lives in the property while they are trying to envision it as their own.

Make the yard look good too. Buyers evaluate a property when they drive up to it. Mow the lawn. Take care of weeds and trimming. Fix any potholes in the driveway and sidewalk. A few flowers planted in the flower beds really enhance a home's beauty.

## Price Your Home Right

Research home prices for similar homes currently on sale in your area. This is what the Realtor does when suggesting a sale price. Don't just look at prices of nearby homes. Check on the prices of home like yours. If you have a three bedroom slab in a neighborhood where all the houses have basements, the price is going to be different. Look at the price of the most recently sold or for sale three bedroom slabs in your area.

Every homeowner wants to overvalue their home. It's natural. You've lived in that house. You want to get more than you've paid for the house. Plus, you got it decorated just the way you like it. The price should meet its worth in your eyes. Right?

Not always.

Everyone has a unique sense of taste and different needs. You may love a hot pink three bedroom slab, but others might not.

Maybe those potential buyers really need the extra storage space a basement could provide. If they are going to consider your home, they may want a discount so they can build a storage shed after moving in. They may even ask you to build a storage shed before they buy.

Take into account any repairs or damage to your home. Needed repairs will pop up in the home inspection report which this eBook talks about in a page or two. Either make the repairs yourself before marketing or lower the selling price to reflect repairs the buyers will make.

## Pick the Right Time to Sell

The real estate market ebbs and flows with the economy and the weather. Obviously, you'll want to sell when home prices are on the rise and lots of new

buyers are coming into the area. Not all homeowners can wait for this to happen.

On a yearly basis, the best time to put a house on the market is early spring. These gives the homebuyers all summer to look at properties, purchase, change title and get moved into a home.

This is also when the kids are out of school and the weather is warm, so it's easier to go visit a bunch of open houses.

## **Begin Marketing the Home**

Marketing a property is the most important aspects of selling a home fast. If no one knows you have a house for sale, how can they buy it? There are lots of ways to market a property and the best marketing strategies involve applying several of them at once.

Put a sign in your yard. This is the simplest way of letting people know your house is for sale. Buy a sign. Stick it in the yard with a price and your phone number or your real estate agent's number.

Place signs at the entrance to your neighborhood. Place a sign or two at the entrance of the neighborhood or along the busiest road. Provide the phone number and address on these signs. Anyone interested can look up your house online or call you on the phone.

Place a classified ad in the local paper. Plenty of people still read the newspaper. Get a classified ad to let people in the city know your house is on sale. If you can, list the address, number of bedrooms, price and phone number. If you plan on having an open house during the weekend, place ads starting on Wednesday of each week. This gives buyers plenty of time to notice the open house, but not so much time that they forget about it.

Make up flyers to distribute. Anyone with a computer, word processing program and a printer can make up flyers these days.

Place a picture of your house on the flyer with the number of bedrooms, bathrooms, and extras like a basement, garage, and solar panels. Also list the price and address of the house. List your phone number in bold in large letters. Place these flyers on public bulletin boards in laundromats, libraries and bowling alleys.

Set up online listings. If you go with a real estate agent, they will list the house on their website. You can also list the house on different for sale by owner sites and even Yahoo! Real Estate. One clever way to provide easy access to information is to create a Google listing for your house. Whenever someone looks up your address using Google Maps, a listing will pop up with detailed information about the property.

Create a virtual tour of the home. If you have a real estate agent, they will know more about the process and be able to handle it for you. It does cost some money, but gives online viewers an in-depth look at the home without having to leave their chairs.

Hold open houses. Most homeowners can only stand a few open houses when selling their homes. However, these viewings are essential to giving people a chance to walk through a property and get up close and personal with it. You'll also draw in some lookie-loos, but many of these are people thinking about purchasing a home or who know someone who is looking to buy.

## **Get a Home Inspection**



Before placing your home on the real estate market it is a good idea to get a home inspection. This will alert you to any hidden damage or needed repairs which can hold up the sale.

Getting a home inspection is a simple process. Simply check online or in the phone book for licensed inspectors and set up an appointment. Ask the inspector if they'll need you to prep the home in any way before the inspection. Usually, they just need you to pull furniture away from the walls and move anything that's blocking the access panels inside and around your home.

You may already have a buyer on the hook who wants to be present for the inspection. This is usually okay with the home inspector, but do ask first.

Home inspections are an out of pocket expense. Luckily, they typically cost between \$300 and \$500, so are not too hard on the wallet. The inspector can provide you an estimate before coming out to your home.

The inspection takes about three hours to complete. When the inspector arrives, he will make a visual inspection of the home from the outside. He'll check all around the foundation for cracks and sagging. He'll also look up at the roof and gutters for obvious issues. Once inside the home, the inspector usually proceeds from top to bottom. He will want to go up into the attic to inspect and gradually work his way down to the basement. The inspector will look at every room in the house and the crawlspaces, as well as the electrical and plumbing.

When the inspection is complete the inspector will provide an explanation of your major problem areas, if any. You'll also receive an inspection report rating all areas of the house and highlighting issues.

## Get Repairs Made

If you find the property does need some repairs, it's a good idea to have them completed before putting the home up for sale. Damage to the property can bring the price down and deter potential homebuyers.

Repairs do cost money, but do-it-yourselfers can complete quite a few repairs on a tight budget. This helps reduce the problems buyers will face on moving in and make your home look nicer overall.

- Replace old gutters or fix loose ones
- Replace old carpet and tile
- Fix drywall
- Paint walls
- Unclog slow draining sinks and tubs
- Replace broken toilets
- Remove mold
- Fix cracks in basement walls
- Replace broken windows
- Fix patio or porch

Homeowners with extra time and some research can fix a lot of issues in their house, helping them to sell fast.

## Contact a Real Estate Agent



It's true that some agents want a homeowner to put a lot of effort into their home before placing it on the market.

They also know how to sell a home and they are in contact with a lot of other people in the real estate market it's possible the agent knows someone whom is looking to buy a house quickly.

Many real estate investors network with real estate agents to let them know that they buy homes other buyers may not be interested in. These investors purchase fast and can close a sale within as little as a week.

The real estate agents also have access to the MLS listings and can do a lot more to market the property than a homeowner on their own.

For the services provided they do charge fees. Many Realtors charge about 6% of the sale price of the property, before closing costs.

## Options Available To You

Homeowners also have multiple options in how they attempt to sell their property fast. They can choose to let a real estate agent handle it alone, go the For Sale By Owner route or sell their home to a real estate investor.

## List with an Agent

Selling the home with an agent offers many benefits for the homeowner as well as drawbacks. There's a reason these professionals charge so much for each home sale, but that high price tag may be more than you are willing to part with on a sale.

On the other hand, agents offer plenty of contacts, knowledge, and they are familiar with the process of selling a home. Most homeowners will only sell their homes once or twice in a lifetime. Homeowners don't commonly have the information or experience needed to sell quickly. The

Realtor serves as a guide throughout the home sale, from beginning to end.



## Benefits

Real estate agents have more experience in selling homes than the average homeowner. They know each step in the process intrinsically and will guide the homeowner.

Agents are deep-wells of information on home selling. They offer information on staging, hiring stagers, open houses, marketing, pricing, fees, contracts, and closing.

Realtors are also connected. They have a strong network of real estate professionals to rely on from home inspectors to real estate investors. This reduces the homeowner's time and effort.

Real estate agents do most of the work and act as your middleman. Homeowners can rely on the agent to handle inspections and open houses and marketing, if they choose. Agents meet with buyers and title companies on the homeowner's behalf too.

## Drawbacks

Agents don't come free. Professional real estate agents charge a commission for their time and effort. This is usually 6% of the home sale price. They also charge fees for additional services, such as lawn care, contractors, and marketing costs.

Agents generally ask homeowners to make some changes to a home before selling. This is the complete opposite of selling a home within 10 days. Some agents will even refuse to take on a property until certain repairs are made.

Realtors also like to set up open houses and give walkthroughs to potential buyers. If the homeowner doesn't want to hold any open houses or have a bunch of people visiting the home, they will have a hard time with an agent.

These real estate agents also want to do things their way. Many will have a process they've developed for selling homes and loathe altering it.

## **For Sale By Owner**

Selling your home on your own is one way to cut back on fees. It also provides the homeowner with lots of freedom to do things their way. On the downside, going For Sale By Owner route can mean a lot of work and extra time.

The homeowner is responsible for prepping their home, performing due diligence, marketing the property, listing it on the MLS listings, dealing with homebuyers and closing escrow. The homeowner is responsible for a lot of things in their home sale when they go this route.

## ***Benefits***

Cut out the middleman. Homeowners deal directly with their buyers and their buyer's agent, the title company and any lawyers. There is something to be said for getting information direct from the sources.

Don't pay the Realtor's commission. The homeowner won't have to worry about paying their real estate agent's fees if they don't hire one. The buyers may have an agent, but they will usually pay their

agent's fee as part of the final purchase price.

Make your own decisions. The homeowner has the freedom to make all of their own decisions in regards to the home and its sale. No need to check first with the agent. This is great when the homeowner wants to sell without having to make any repairs to the property first, or dealing with buyers who make offers directly to them instead of calling their agent first.

## ***Drawbacks***

More work for the homeowner. The homeowner is responsible for all the work an agent does in selling a home. The homeowner stages the home and makes repairs, markets the property and does research and they negotiate with the buyer and complete escrow.

Increased time involvement. The homeowner is not as familiar with the process of selling a home as someone in the business. This can slow down the process due to confusion and even mistakes made in filing paperwork. This is especially common during escrow.

## **Sell to an Investor**

Homeowners who want to sell their homes within 10 days or less should consider selling to a real estate investor. These professionals are used to closing deals quickly and the drawbacks are few. They will work with any homeowner, no matter their credit and can even help out homeowners in or near foreclosure. The only focus for these investors is whether or not the property is a good investment.

Real estate investors are business persons who buy and sell real estate for a profit. Investors generally purchase lower priced homes or properties that homeowners want to sell quickly. These may be inherited properties, properties about to go into foreclosure and homes with major repairs needed. The investor

buys the house, fixes it up and puts it back on sale for a slightly higher price. This increase in price constitutes their utilities fees, repair costs and potential profit: Homeowners need only be concerned about selling their property to the investor. The investors handle the rest on their own.

## *Benefits*

It's fast. Most homeowners are surprised at how quickly their property sells with an investor. The investors usually have access to cash reserves which allow them to buy a house within days. It's not uncommon for a sale to complete within as little as seven days.

It's easy. Homeowners can simply sit back and relax when selling to an investor. These investors will have all of the paperwork prepared, explain the process to the homeowner and handle the escrow with a title company. The homeowner need only have a lawyer review the contract to make sure all is in order and sign on the dotted line.

The investors are knowledgeable. These investors close deals and sell houses everyday. They are just as experienced, sometimes more experienced than professional real estate agents. They also have prepared contracts, a title company they work with in escrow and private lenders to provide the funds needed for a home purchase. The end result is frequently an easy and quick sale.

Potential for good sale price. Investors offer good prices on your home. They make offers based on their own research of local home prices, damage to the home, costs of repairs, how much they can expect to sell the home for and their own average percentage of profit. Homeowners can sometimes get top value for their homes in good neighborhoods.

No repairs needed. Investors will buy that home "as-is" from the owner. There is no

need to make repairs in order to sell the property. These investors do take repairs and damage to the property into account when preparing their offer price for the home. If the repairs are going to be costly, the homeowner may see a slightly lower offer than they were expecting.

## *Drawbacks*

Home sells too fast. The homeowner may not be ready to move out before the deal closes. Investors can adapt their plans to suit homeowner's time schedules. If you need a few months before moving out, investors can work with you. It's possible to delay closing until such time as the homeowner is ready to move out. This allows the homeowner plenty of time to find their new property and get settled in.

Sale price may not be as high as traditional sales. Investors do follow a specific formula to offering a price to buy a home. They don't deviate very much, so if the price is less than the homeowner's expectations there's not much room for negotiation. However, investors can pay up within days, usually in the form of a cashier's check.

No investor in the area. The homeowner may live in an area where real estate investors aren't active. Try contacting a local real estate agent to see if they can help you make that connection. You can also reach out to investors in the state and see if they are interested in buying property in your area, your property in particular.

You may feel pressured to sell. The rare investor can be overeager to buy a home and make the homeowner a little uncomfortable. If you feel pressured, tell the investor to back off while you make your decision. If you don't want to work with one investor, there are usually others you can contact.

# Call to Action

Completing as many steps as possible before putting a home up on the market can help increase its chances of selling fast. Homebuyers love to see that "move-in ready" sign! Additionally, it cuts down on work during the closing process so that a sale can be completed more quickly from contract signing to closing.

Better yet homeowners can choose to bypass the work all together and sell their home to a real estate investor. Investors have immediate access to money and can usually buy a home within a week. They also base their offer prices on local research and homebuyers can get a decent amount of money for their home.

Let the investors deal with the process of making up contracts, getting home inspection, finding a title company and handling escrow. All the homeowner needs to do is accept the offer, have an attorney look over the paperwork and sign on the dotted line.

Real estate investors offer years of experience in buying and selling homes. We're ready to help the homeowner with any questions and even make a preliminary offer for review. We hope you'll cut out the middleman, effort and confusion. Contact us about selling your home within 10 days.