



“How to Sell Your House— Fast!”

Your Guide to Selling Your House Even If You’re Not a ‘Sales’ Person

Are you still trying to sell your house?

This report is all you need to guide you through everything you need to know about selling your house quickly. Chances are that you will no longer have to wait countless months just to sell it.

Plus, find out why working with a real estate investor will help you save a lot of time.

Finally, get techniques on some painless ways of using marketing to your advantage. No selling experience required and you do not have to pressure people into buying your house.

I. Introduction: The Challenge of Selling Your House

So you want to sell your house?

You have already told your friends about it, you have put up a number of ads on your local paper. Everything looks good. The only thing is that although you have already received a significant amount of responses, none of them has been positive so far.

At this stage, you will probably consider working with a real estate investor. The benefits of working with one are obvious enough. The fact alone that you can get somebody to sell the house on your behalf is a good enough reason especially if you are busy with work.

However, you also know that working with an investor can slash a significant amount from the sale of your house. We are talking about thousands of dollars in commissions when he makes the sale. Why would you do that if you can do all the work and get to keep the money to yourself, right?

Your experience and your time come into play here. Do you have what it takes to make the sale, or do you need somebody to work with? You weigh your options. You are torn. But do not give up just yet. Let us guide you first on what you need to do if you want to sell your house yourself.

The first step is preparation.

II. Preparing to Sell Your House

Selling your house can be an arduous task, we will not lie to you about it. However, your load becomes much lighter if you know what to do.

It all begins with preparation.

You need to prepare your house for potential buyers even before you put out ads or even consider doing an “open house”.

Do you really believe people when they tell you never to judge a book by its cover?

Anyone who tells you that lies to you. The truth is that we do judge things based on our first impression on them. It is therefore important for you to make a great first impression on your potential buyers. Anything less than mind-blowing lowers your chances of selling your house to them.

Here is a basic tip on preparing your house for buyers: clean up and organize your house well enough to make buyers want to live in it. It is a simple tip, but many sellers forget it so we thought to remind you about it just in case.

How do you know if you already did a good job at cleaning up your house?

Get other people's opinions such as your neighbors and relatives. Invite them to your house after you clean it up and ask them about the impression that your house made on them when they went inside. Also make sure to ask them about areas where you can still make a few improvements. It could be changing the arrangement of your furniture or having your plumbing in the bathroom fixed.

Do not ignore the little things because there are buyers who really look into details when looking for a house. You cannot blame them of course. The house is where they will live for the next few years and their life savings depend on it. That said, make your house worth giving up one's hard-earned money for.

It is not just the interior that matters. Some buyers prefer to do a drive-by of a property first to check out the overall feel of the house. Because of that, you should make sure that your lawn and your façade look good.

Again, it is all about making that great first impression. A great first impression will increase your chances of selling your house.

Just put yourself in the buyer's shoes. Would you really want to live in a house that is unkempt and disorganized?

Of course the answer's obvious enough.

Make people imagine that they are already living in your house. So make the experience of coming into your house a relaxing one. No clutter. No noisy music. No dripping pipes.

Preparation is key. But how do you drive potential buyers deeper into buying your house? Read on to the next section for the answers.

III. Marketing: Spreading the Word about Your Property

Marketing. It is a scary word for most people who do not have an experience in selling. Does this involve hard selling techniques that turn people off? No. You do not have to do that.

Simply put, marketing is how you spread the word about your house. In a more general sense, it is all about effectively and consistently telling people about what you are selling. That is it. No hard selling and you do not necessarily have to knock on other people's doors.

That said, there are several ways to go about this: sending out postcards and flyers, and putting up ads on your local newspaper or magazine. If you are tech-savvy, you can even put up ads on the internet.

It is also alright to send materials to your neighbors. They might not be interested in buying your house, but they might know somebody who is.

Just remember to spend as much as you reasonably can for your marketing efforts. Do not look at this exercise as an unnecessary expense. Rather, look at it as an investment. You need to put in some money in order to sell your house.

It may be tempting to blow all your money on one expensive and grandiose TV ad but don't. We mentioned about a consistent marketing effort a while ago. So learn how to spread your money out more effectively to various channels, including TV (if you can afford it), radio, newspaper, and magazine. Do not forget other channels too such as post cards, letters and flyers.

Make your money work for you for an extended basis, let's say, around three months just to make people hear about your house constantly.

Why would you do that?

The thing is that it often takes several ads before you really get the attention of a potential buyer. It is not just any kind of attention, but the kind of attention that will convince them to go to your house right away.

So make your marketing efforts consistent until these buyers finally hear you out.

Of course you also need photos of your house to sell it. Keep in mind again that people make judgments based on their first impression. So make your pictures count.

You may not feel that your house is „photogenic“ enough, but look for the right angle that will give a pleasing view of your house.

Lighting is important too. Make sure shots of interiors are well-lit. It also helps to have pleasing lighting of your exterior. Shoot the photo when the sun is just setting as the sky is getting a deep blue hue and then light up the interiors. You will get pleasing results that way.

Not keen on running the marketing campaign yourself? Then you should probably look for a real estate investor.

Real estate investors are known for working fast with people who want to sell their houses quickly. So if this sounds like your situation right now, then we strongly recommend that you consider working with one.

But what exactly are the benefits of working with a real estate investor? We will talk about those benefits in the next section.

IV. Should You Sell Your House Yourself?

Alright, you already have the basic things you need to know about selling your house. But are you up for the task ahead? Consider a number of things when answering that question.

☒ First of all, selling your house is tough work because you have to do everything yourself: marketing, dealing with potential buyers, writing the contract, etc. Aside from that, you will have to handle the potential buyers almost every day. Do you have the energy and people skills to do that?

☒ Selling is also a skill that you do not learn overnight. Even great salespeople spent years learning that skill. You can start from scratch and learn how to do it, but can you really wait that long?

☒ Then there are the marketing, legal, and other stuff you need to do while you are selling your house and after. You can download templates of contracts, but do you really understand the legalese that is found in every type of contract? There are also lots of

marketing books and guides out there, but would you rather read them than sell your house?

Actually, all these things boil down to only one important question: do you have the time to do all the things that we mentioned and still have a life? Selling your house becomes even tougher if you have a day job or kids to take care of. It can be a total nightmare to juggle these things all at once.

If you do not have the time, then we strongly recommend that you let real estate investors help you. These investors want to buy fast as much as you want to sell your house quickly. That is why they will make cash offers and close quickly so you can get the burden of your home off your back.

So in other words, real estate investors help make your life a lot easier. Instead of waiting for several months to get your house sold, you will probably do it in weeks because they will pay in cash and help you close the sale quickly.

Compare that when you try to sell your house yourself. You will have to make the necessary preparations, marketing and presentation just to make your house more attractive. You will have to deal with a lot of people over time, which can drain you physically and mentally.

However, if you want to get over and done with selling your house, working with real estate investors is probably the fastest way to doing it.

You know that you are dealing with serious people here, not potential buyers who are just “looking around”, because they are in the business of buying and selling houses. And when they find a good deal in houses just like the one that you are selling, then they will buy it right away before other investors do.

These investors also actively look for houses to buy. They put in a lot of money just to put out ads that will attract sellers to them.

So if you do not like potential buyers who are just out there to waste your time, then investors become an even more attractive option.

Unless you have all the time in the world to sell your house, have a real estate investor do the work for you.

They will make a cash offer, so you can sell your house quickly. Now you do not have to do an open house for several weeks in a row because you already have one who wants to buy your house right away.

Aside from that, you do not have to worry anymore how long before you can sell your house. It can be a frustrating exercise especially if all you meet are potential buyers who are never really interested in your property anyway. With real estate investors, you already know that you are dealing with serious people who simply want to do good business with you.

All in all, if you are looking to experience how it is to sell your house or have the luxury of time to wait several months before selling your house, then you can do all the hard work yourself.

But then again, you want to sell your house quickly right?

So really consider working with a real estate investors. They will help end your sleepless nights worrying about whether or not you are going to sell your house. They will help you move on to a new and better life quickly too.

If time is of the essence, real estate investors will deliver.

For other real estate solutions that you can implement right away visit us online at CasaDealsBuyers.com or call us at **214.233.5655**

In case you need to sell your house fast we can give you a cash offer in 24 hours or take over your payment immediately call now or visit our website to get started!

We look forward to speaking with you and buying your home FAST so you don't have to worry about it