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## “Let Go” of Your Home if You Want to Sell Big *How to Reap Bigger Profits by Being Smarter about Selling*

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**D**o current market conditions make success for sellers easy? One could certainly think so. Put the sign on the lawn and let the crowds come. With low inventory of competing homes and sales on the rise, today's home sellers are in a desirable situation.

Despite that advantage, there are some common mistakes made by sellers that land final profits shy of real potential. Working collaboratively with a top agent will steer a seller clear of pitfalls, making sure the greatest benefits are reaped from a home's sale.

### **Choose Your Agent, then Your Paint Color**

Like most homeowners, you probably have a list of improvements in mind. Save that “wish list” for your next home and wait to hire an agent to make those changes you've always wanted. Chances are, your ideas might not improve the value of your home.

Many sellers waste money by investing in improvements that backfire. A few key adjustments can really contribute when done right, so find a reputable agent before spending that cash and determine what's necessary together. She or he can also refer a designer who could brighten and expand an entire room with something as inexpensive as a properly chosen color of paint, rather than with costly improvements.

### **Let Friends be Friends and Agents be Agents**

The sale of a home is a personal matter, so it makes sense that sellers often turn to friends for advice, especially with so many smart agents in our community. This can be hard on sellers, since the agent invariably becomes publicly known, as opposed

to an accountant or attorney whose representation remains private.

Too many times, sellers ask a friend for representation without ample research. If your friend is a top selling agent in the community, consider yourself lucky and move forward, asking that the agent treat you exclusively as a client for the duration of the real estate transaction.

Successful agents have built important industry relationships that matter when brokering deals and calling on service providers. Sellers should consider those details when seeking representation. If your friend needs help getting established in the neighborhood, you'll be better off with someone whose qualifications serve your needs.

### **Hire—Then Trust—Your Pro**

Once you are working together confidently, allow your agent and team of professionals to be your go-to sources for advice. For example, decorating tips from friends may have benefited your choices for everyday living, but to sell, the goal is to focus on improvements that will appeal to buyers in the marketplace.

A homeowner is rightfully compelled to oversee real estate details, but that becomes dangerous when the involvement overbears or micromanages. If you must proof advertising copy and oversee the photography session to ensure excellence, you've hired the wrong representative. A qualified agent—with agent-recommended service providers—will have the seller's interests at heart to best handle those matters.

### **Listen to the Rhythm of the Market**

Associating asking price with a sales price goal is one of the biggest mistakes sellers make. Every market has a rhythm and ours currently responds most favorably to below-market pricing, which the agent then uses as an important tool to

reach a higher price. Fixating on a price before the home is marketed can actually deprive a seller from realizing a higher outcome.

Attracting qualified parties should be the first priority for any home sale, and pricing either attracts buyers or turns them away. Once potential buyers show interest, a home's actual value is best achieved with competitive offers in play.

### **Make the Home Physically and Emotionally Accessible**

Buyers must investigate a home's details to imagine how they would live their own lives in the space. Sellers who make it difficult for them to envision it as theirs jeopardize the chances of convincing interested buyers.

Some do this by limiting the viewing times or the open-house calendar. Others require viewers to wear shoe coverings or follow other cumbersome restrictions. Sellers can also make a home “emotionally inaccessible” by displaying too many personal items, such as portraits and collectibles, instead of stripping the home to the minimum. All efforts should allow potential buyers to visualize their own routines in the property.

Expert agents have the skill it takes to sell a home for its highest value. Sellers who follow their advice and let go of control—and emotional connection—will realize the best profits. To avoid those simple mistakes, think of yourself as a guest in a new owner's property.

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