



A News Series from Coldwell Banker Borrego Highlighting Real Estate Tips

COLDWELL BANKER BORREGO HAS HOME, SWEET HOME SELLING STRATEGIES – WHAT DOES IT TAKE TO CLOSE THE DEAL IN A BUYER’S MARKET?

BORREGO SPRINGS, CA. (January 4, 2008) – What does it take to sell a home in a buyers’ market – a fresh coat of paint or a kitchen overhaul? Lowering your asking price or offering incentives? From cosmetic to strategic, smart sellers can take advantage of a few simple tips to get the most out of their properties. Here are six strategies from the professionals at Coldwell Banker Borrego to securing a “sold” sign:

1. **Boost your curb appeal.** Though they may be obvious, cosmetic upgrades like painting and planting can truly go a long way to forming a fantastic first impression of your home. And be sure to clean, clean, clean!
2. **Make big fixes where you can.** If your budget allows, invest in bigger improvements. Focus on “make or break” rooms like bathrooms and kitchens, because nothing says “uninviting” like an unattractive cooking space. If your budget is limited think about smaller home improvements in these areas which could help close the deal.
3. **Let the Internet work for you.** Free online tools like the **Coldwell Banker®** Home Tracker (www.coldwellbanker.com) or Home Value Estimator (www.coldwellbankerborrego.com) can assist you in gauging your property value including home improvements you have made to your home. Using online resources allows you to engage in a dialogue with your real estate broker and can assist you in setting the right price for your home.
4. **Transparency is golden.** Getting a preliminary professional home inspection and sharing it with potential buyers may help them understand your home’s condition and reinforce your position as a trustworthy and responsible seller. You should also be clear about recent improvements you have made, and provide estimates on other optional upgrades – especially any for which you would be willing to foot the bill.
5. **Go the extra mile.** You can have your home pre-inspected and follow up by making necessary repairs. Allow potential buyers to see the report and receipts for the work. Offering a home warranty could also sway a buyer to purchase your home over another. Buying down mortgage rates or pay points on behalf of the buyer is another suggestion.
6. **Be realistic.** Selling in a buyer’s market takes skill and strategy. In most markets, increased inventory has given buyers the opportunity to be selective in the home they want and the price they are willing to pay. Properly priced homes are selling and your sales associate will work with you to determine what that price should be. Also understand that it normally takes a bit longer to sell a home in buyer’s market than in a seller’s market.

About Coldwell Banker Borrego

Coldwell Banker Borrego is an independently owned and operated member of Coldwell Banker Real Estate Corporation and has been serving the Borrego Springs real estate market for over 20 years. Coldwell Banker Borrego has a complete offer that includes residential and commercial properties as well as a partnership with BorregoRentals.com for property rental and management. Our brokers and sales associates engage in ongoing education and accreditation as part of the Coldwell Banker organization and commitment to our customers. Contact one of our knowledgeable and caring real estate professionals who have made Borrego Springs their home and who look forward to helping you find yours. www.ColdwellBankerBorrego.com – www.BorregoRentals.com