

## Preparing for and Selling Your Home for Maximum Profit

**Instructor:** David Harrell

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**Course Description:** This course assists people in preparing for and executing the sale of their current home. It gives special attention to seniors needing to sell their home and how to deal with all of their excess possessions along with the best ways to prepare your home through various improvements. The content applies to those wanting to use a Realtor and those who want to sell the home themselves. Much of the material comes from the instructor's book *Expert 21<sup>st</sup> Century Advice on Selling Your Home for Maximum Profit*.

**Prerequisites:** None

**Course Outline:** The instructor will review various chapters in his book *Selling Your Home for Maximum Profit*. I will highlight points with helpful online slides. Dialogue will promote a fun learning environment with lots of class discussion. Class topics are:

**Week 1:** How to get started in the home selling process with helpful suggestions on where to go. Research tips given on moving out of state. Review the most advantageous time to sell.

**Week 2:** How to deal with downsizing and identify the different approaches to deal with all the homeowner's possessions. Ideas on organizing, selling, and donating your goods.

**Week 3:** How to analyze and improve your home without overdoing it. Review staging tips and suggestions.

**Week 4:** Selling your home "by owner" vs hiring a Realtor®. Scrutinizing offers using instructor's top 5 criteria. How to cope with home inspection issues.

**Week 5:** How to effectively price your home. Advice on filling out the State and Federal disclosures. Reviewing safety precautions, valuables, medications and in-home cameras.

**Week 6:** Marketing your home to include signage, internet, print advertising, social media and the Multiple Listing Service.

**Week 7:** Review of showing preparations, photographs, listing materials and dealing with your pets during showings.

**Week 8:** Overview of Open Houses and Brokers Open Houses. Why you may, or may not want to participate. Discuss the reasons why homes don't sell. Review the top 10 buyer incentives.

**Week 9:** Analyzing purchase offers like a professional. Researching pre-approval letters. Learn all the different types of buyer financing and how it can negatively impact your sale.

**Week 10:** How to cope with home inspection issues and minimize repairs. How to boost your appraisal and overcome problems.

**Week 11:** Walkthrough and Closing preparation, important tips, transferring utilities, DMV notification and review of the closing disclosure (CD). Review moving and selling checklists included with the course.

**Course Materials:** Recommended but not required is the instructor's book *Expert 21<sup>st</sup> Century* advice on *Selling Your Home for Maximum Profit*, available at [Amazon.com](https://www.amazon.com).

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**Testing and Grading:** n/a

**Attendance:** n/a