

Your Property Preparation for Selling Success

There are three key categories that can predetermine your property selling success:

1. Level of Property Readiness

2. Level of Self-Readiness

3. Level of Support

The following is a simple exercise for you to discover and determine how prepared you are in each category for selling success.

Through your investigation you will gain a better understanding of the areas that need your attention to better prepare for your selling success.

What is a successful sale? This is for you to determine. Most people consider the following items to be indicators of success: a sale at a good price, reasonable selling time, no regrets, and a smooth enjoyable process.

Below each of the three key categories you will find inquiry questions. You can answer each question by degrees of truth from 0 to 10.

Property Readiness:

Rate each inquiry from 0 to 10. 10 will represent your highest state of property readiness.

1. How likely is your property to pass a home inspection (what is in disrepair)?	
2. How much do you know about your property, such as the age of the roof and hot water tank (a Realtor can guide you)?	
3. How free are you from having any red flags, such as water stains, asbestos in the walls or attic?	
4. How free is your property from having clutter that can distract a buyer from seeing the property's value?	
5. How depersonalized is your property (eg. Family photos, personalized items and individualized loud paint colour on the walls can deter a person from imagining the property as their home)?	
6. Is the property ready to be transferred unencumbered? (eg. no liens against the property, or apparent easements that should have been registered, or questionable property lines)	

The higher the score the most prepared you are for a successful sale. However, a Realtor can help inform you on the best approach for readiness for a successful sale. Some properties are in high demand and therefore some buyers will overlook the property being cluttered or needing repairs. Check with your realtor before you make any costly improvements that may not be necessary.

Self-Readiness:

Rate your readiness from 0 to 10. 10 represents your highest degree of emotional freedom you have to sell. Don't think about your score, instead feel what comes up when you read the question and from this feeling place score the degree of truth and record it without censoring it. First take three deep breaths with a slow exhale.

1. How free are you from having this property's qualities bolster your self-identity?	
2. How free are you to feel safe about moving on in your life?	
3. How free are you to let go of sentimentality and attachment to the property?	
4. Who do you associate this property with and how free are you to let go of this association?	
5. How much do you believe life will be better for you after the property sells?	
6. How free are you from the feeling of being desperate to sell?	

You may be logically ready to sell from a practical standpoint but you may have underlying motives to not sell that defy reason. These motives for not selling can lie below the surface of our conscious mind. These motives are important to you and therefore you may not realize when you are sabotaging a sale. Also, potential buyers could pickup on your hesitation to sell without realizing it them selves making your place less appealing.

Support:

Rate from 0 to 10. 10 represents here the highest degree of support you have.

1. Do you have all the owners' agreement and support in the selling of the property, as well as others living on the property?	
2. You have a definitive plan for when the property is sold (i.e. a new home).	
3. You have helpers to prepare the property for sale and to help everyone move out?	
4. Do you have someone you can trust to help you sell your property and who is genuinely looking out for your best interests?	
5. Are you confident that you have someone helping you sell who is professionally competent in helping you determine a listing price that attracts buyers and is capable of negotiating a good sale price on your behalf?	
6. Do you have someone helping you gain exposure to the real estate market? Does this person also have a good working relationship with Realtors and related service providers (i.e. home inspectors, government officials, appraisers)?	

Ideally you want to be fully supported in order to have the best chance of a successful sale.

Notice where you have a high score and relax.

Notice where you gave a low score and begin to identify ways to increase the score.

Low scores are warning signs telling you that if you proceed under these conditions you will likely experience frustration and potentially make costly errors.

Your Self Reflection Notes Followed By Inspired Action

For further guidance on preparing your property for a successful sale phone Lee Johnson at 250-428-6439 or email at crestonrealtor@gmail.com

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