

Preparing and Selling Your Home for Maximum Profit

Instructor: David Harrell

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Course Description: This course is designed to guide students as they prepare their homes for sale, focusing on optimizing financial returns and receive valuable insight about managing personal possessions and guidance on transitioning into retirement living. Topics include prudent decision making regarding property enhancement and effective ways to address selling your home, home inspections, appraisals and more. All students receive a free copy of the instructors published book *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 instructors 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 21st Century* advice on *Selling Your Home for Maximum Profit*, available at [Amazon.com](https://www.amazon.com).

Testing and Grading: n/a

Attendance: n/a