

**Client:** Lead Home

**Job:** Blog Posts with SEO

**Heading:** How do I sell my home?

**Subhead:** Discover the best ways to ensure a successful sale.

- **Keywords:** Real Estate: "real estate, real estate agent, estate agent", property agent.
- Selling house: What sells houses quickly, property for sale, house for sale, sell my house. sell my property
- For sale: Houses for sale, properties for sale, buying a house
- Appraisals - house valuation, value of my property, what is my house worth?
- Asking price, sale of house

Selling your home is never a decision taken lightly. Sometimes you need to **sell your home quickly**, sometimes you simply need to increase or decrease the square meterage of your living space.

### Pricing your home

If you find yourself wondering "**What is my house worth?**" it's best to do thorough research before deciding on an **asking price**.

We've compiled a few points to consider:

- **Check out the competition.** See what other houses in your area with similar specs (erf size, number of bedrooms etc.) are selling for. The best place to look is online, but also read local newspapers, and pick up flyers from **real estate agents**.
- **Don't overinflate the price.** It's tempting to make as much profit as you can off the **sale of your house** but asking too much initially can leave you sitting for months without any potential buyers. The more you drop the price, the worse it is as many buyers have already seen the property advertised and moved on after being put off by the initial price. They also then start to wonder why no one has bought it.
- **Not all comparisons are equal.** Take into consideration the location, current condition, and layout of your house when comparing to those in a similar price range. For example, you might have a bigger garden (add an extra amount to the price) but live on a noisier street (subtract that amount). You need to allow for wiggle room.
- **Price at least 1% below.** For a quicker sale, the general rule is to take the price of last comparable sale in your area and ask at least 1% below what that house went for.
- **Ask a professional.** **Selling a house** can be frustrating and confusing. It's always a good idea to get help from an expert **estate agent** so that you ensure you're getting

objective advice. A **property valuation** done by someone who knows the market best is the most effective way to get the best price for your house.

- **Your final profit.** You also need to consider certain fees that will affect how much you make off the sale of a house. If you have an outstanding amount on an existing home loan, need to pay capital gains tax to SARS (if the property is not your primary residence), have any municipal or legal costs, or need to pay estate agents fees (a guaranteed R29 995 ex VAT with us), these will need to be calculated to work out the final amount in your bank account.

### Choosing the best **property agent**

Ask for referrals from friends and family, do internet research, and when you find someone make sure that when you meet them they seem like someone you can work with for at least six months. Always work with someone you can trust. Check their credentials and ask them how they are going to safeguard your financial interests.

### **The cost of selling a house**

We do our best to help you with the emotional cost where we can, but we're pretty sure our set fee of R29 995 ex VAT will make you super happy. With us, it's not so much what it costs as what you'll save. Take a look at our [calculator](#) to find out how much you stand to profit by using our services.

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