



# Tips for Selling Your Home Faster

Selling a home can feel overwhelming, but you can attract potential buyers more quickly with the right approach. Here are tips to help you sell your home faster.

## 1. Hire an SRES® Designee for Expertise in Senior Markets:

When it comes to selling your home, enlisting the help of a Senior Real Estate Specialist® is invaluable. An SRES® designee is a real estate agent who has received specialized training to understand the unique needs and challenges older adults face in the housing market. By working with an SRES® designee, you benefit from their knowledge and experience in setting a competitive price, marketing your property effectively, and negotiating with potential buyers.

## 2. Use Technology for More Exposure:

When selling your home as an older adult, it is essential to work with a real estate agent familiar with technology to help you sell your space faster. They often post listings to the MLS, which reaches a wide network of buyers and agents, but ask about what other platforms and advancements they use. Virtual tour platforms allow buyers to explore your home remotely. Facebook and Instagram can attract a broader audience, and video conferencing tools like Zoom allow for virtual meetings and offer convenience for potential buyers. A tech-savvy agent who understands these technologies increases exposure and can sell your home faster.

## 3. Address Needed Repairs:

Before putting your home on the market, list features in your home that need some work. Repairing minor issues can greatly improve the appeal of your property and attract more buyers. Replacing worn-out flooring or painting walls an updated color are ways to “up” your property’s appeal without the financial burden of a full remodel. When assessing your home’s readiness to be sold, consider areas such as plumbing, electrical systems, roofing, and fixtures. Investing in these repairs can make your home more attractive and help it

sell faster. If you do not want to worry about any or all of the needed changes, talk with your SRES® designee to develop a strategy to meet your needs and sell your home quickly.

## 4. Set a Competitive Price:

Competitively pricing your home is crucial for a quick sale. Work with your Senior Real Estate Specialist® to determine an appropriate price based on market conditions, recent sales of other homes in your area, and the unique features of your property. Setting the right price from the beginning generates immediate interest and attracts serious buyers, increasing the chances of a faster sale.

## 5. Clean, Declutter, and Stage Your Home:

First impressions matter, so take the time to clean, declutter, and stage your home before showing it to potential buyers. Start by deep cleaning every room, and declutter by removing personal belongings and unnecessary items, including excess furniture. This creates an inviting atmosphere because you open up space and allow buyers to envision themselves moving in. Hire cleaners and professional stagers if you need help preparing your home. Bringing in cleaners can give your home extra sparkle and, stagers arrange the items in your home to maximize appeal. Although you want to make your entire property look as polished as possible, focus extra energy on the areas that highlight your home’s best features.

### Sources:

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The Seniors Real Estate Specialist (SRES®) designation is awarded by the Center for REALTOR® Development, a wholly owned subsidiary of the National Association of REALTORS® (NAR).

To learn more about SRES® and access various consumer resources, please visit [seniorsresource.realtor](http://seniorsresource.realtor).

