



# HOW TO SELL A HOME

1. Be clear on why you're selling. Where will you move to, why?
2. Set up meetings with 3 agents and ask them the proper questions.  
Do not be blinded by astronomical sales price promises. They're lies. Do you want to work with liars?  
Do not fall for agents that lower their commission at your first request. They're weak negotiators and will negotiate the same way with your potential buyers, leading to lower sales prices. Remember, the less commission they'll receive the less motivated they are to sell your home. An independent agent is a motivated agent.
3. Work together with the agent to set up your sales strategy and the asking price.
4. Gather all paperwork about the house and your past renovations. (Energy pass, utility bills, floor plans, deed, renovation bills etc.)
5. Get expert estimations on necessary renovations.
6. Do proper home staging (maintenance, home improvements, cleaning, landscaping, cleaning up, staging etc.)
7. Vacate the house during showings (buyers won't feel comfortable with the seller around and won't give the agent honest feedback)
8. Allow for some room for pricing negotiations
9. Trust your agent and let them do their work

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