



## Unlock the Secrets to Selling Your Home and Earning Extra Cash in 2024

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Proverbial wisdom tells us that the skill isn't just in making money but also in keeping it.

In the realm of real estate, this timeless saying holds true, and we're about to reveal five secrets that can help you not only successfully sell your home but also pocket up to an extra \$20,000 along the way.

Get ready to embark on a journey of home-selling enlightenment as we open the treasure chest of knowledge and show you how to make the most of your property.

## Let's Get Your Home Ready

Before you even think about selling, it's crucial to prepare your home meticulously. This initial step is where your journey to maximizing your home's value begins. The three most vital aspects of this stage are:

- **Decluttering and Depersonalizing:** Your home needs to be a blank canvas where potential buyers can envision their future. Remove personal items and clutter to make this possible.
- **Cleaning and Tidying:** A spotless home is an inviting home. Invest time in deep cleaning and tidying up to leave a lasting impression on buyers.
- **Garden Preparation:** First impressions count, and your garden is often the first thing buyers see. Ensure it's well-maintained and appealing.

Professional property stylists estimate that following these steps can add anywhere from an extra \$5,000 to \$10,000 to your property's value. It's all about letting your home's natural features shine while keeping the decor simple and appealing.

## Choosing the Right Marketing

Marketing in the real estate world has undergone significant changes in the past decade. Embracing these changes can substantially reduce your marketing expenses. Instead of spending money on newspaper and magazine campaigns or oversized signboards, focus on cost-effective online marketing.

Newspaper ads and magazines are becoming outdated, and buyers are online most of the time. You can save anywhere from \$2,000 to \$20,000 by concentrating your marketing efforts online. DIY real estate websites like Next Address offer smart and affordable solutions, directly connecting buyers and sellers.

## Using Social Media

Social media platforms like Facebook have evolved from mere social connectors to powerful tools for commerce and communication. These platforms offer affordable online marketing options and precise targeting capabilities.

Consider this: most homebuyers purchase properties within 5 kilometers of their current residence. Utilize Facebook's analytics tools to effectively target potential buyers based on their demographics, interests, and location. Facebook can map everything from schools and transportation needs to age and personal interests, all gathered from users' profiles.

Harness the power of social media as one of the most effective and affordable marketing platforms available to you.

## Being in Control

The decision to buy or sell a home is a significant financial move, and poor communication with agents can be a concern for many. Traditional agents can cost you anywhere from \$10,000 to \$30,000 in commissions, so it's worth considering whether this expense is necessary.

In conclusion, selling your home doesn't have to be a costly or complicated affair. With the right knowledge and a proactive approach, you can take charge of the process and maximize your returns. Just as we embrace services like Uber and Airbnb, Next Address offers a direct connection between buyers and sellers, revolutionizing the real estate industry. In 2024, the power to sell your home efficiently and profitably is in your hands.

<https://nextaddress.com.au/blog/the-five-secrets-to-making-an-extra-20k-when-selling-your-own-home>