Selling Your Home:
Tips for Older Adults

Choose a real estate agent attuned to your needs

Agents who specialize in working with seniors:

- Can help you transition to senior housing or a smaller home
- Have knowledge of senior financing options
- Are aware of the emotional aspects of selling long-held property
- Can help you avoid senior scams

TIP:

Consider using a real estate agent who has one or both of these certifications: SRES®: Senior Real Estate Specialists® are certified to handle senior real estate transactions.
CSA: Certified senior advisors have demonstrated knowledge of health, social and financial issues important to seniors.

Work with your agent to price your home competitively

Get a comparative market analysis that assesses:

- Your home's location
- Pricing in your area
- Your home's condition
- Foreclosures in your area
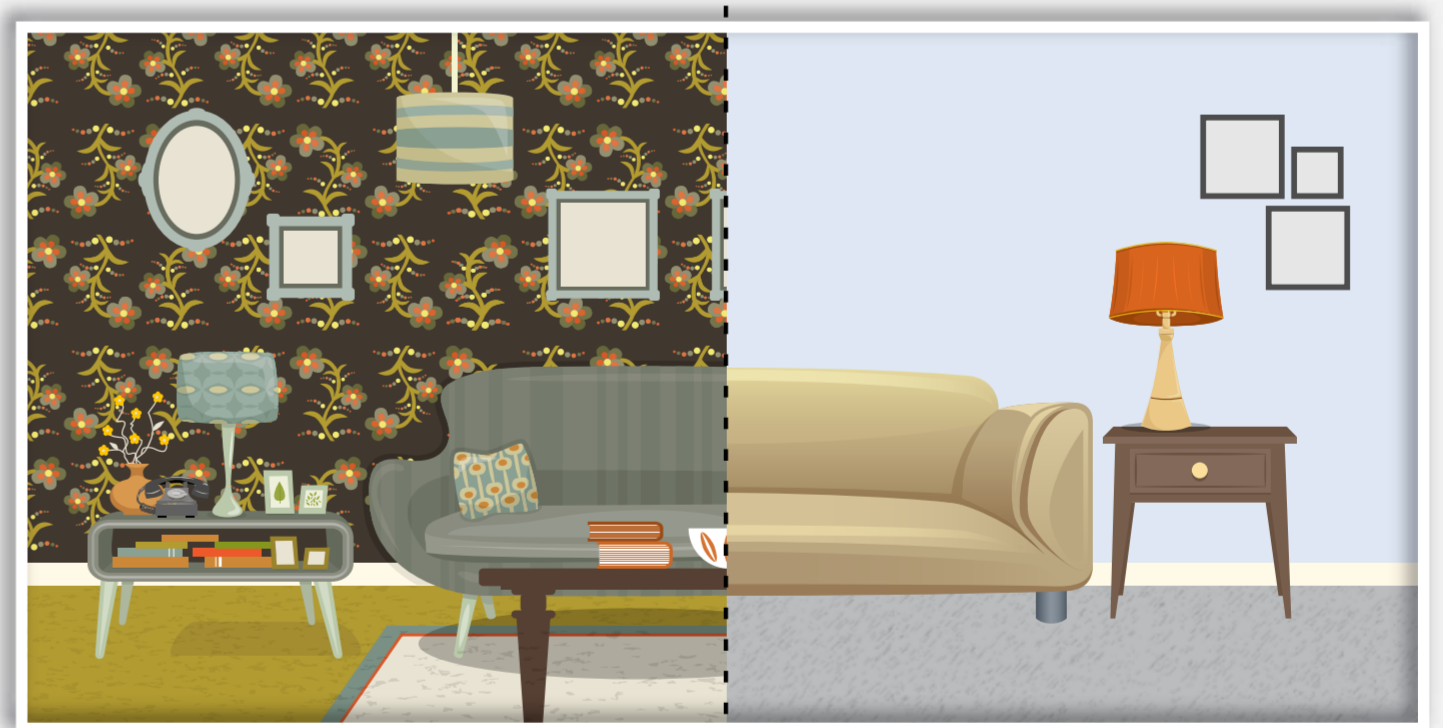- Interest rates

TIP:

All real estate is local. To help ensure that your listing price is realistic, have your agent pull comparisons to similar homes in your neighborhood.

Take time to prepare your home for sale

When you've lived in your home for many years, it's likely you've amassed a lot of belongings. It's important to declutter and stage your home so potential buyers can see themselves in your space.

TIPS:

- Consider removing some furniture to help rooms feel more open.
- Clear the clutter: Minimize the belongings on counter tops and tables.
- Boost curb appeal by sprucing up the lawn, driveway and entrance.

Before   After

If available, take advantage of the services of a real estate counselor

Some senior living communities offer real estate counseling services for free. A real estate counselor can:
- Provide referrals to qualified agents who have worked with others living in the senior community
- Work with your agent to ensure the analysis of your home is as accurate as possible
- Help with the downsizing process and with staging your home to show off its best features to buyers

57 days

Nationwide, the average time it takes seniors to sell their home when working with real estate counselors at Moving Station vs. 139 days without counseling services

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