

alana hankins | COMPASS  
group.

10 TIPS

For Selling Your  
Denver Home





On paper, selling your house may seem simple, but there's a lot that goes into it. Even the tiniest details can make or break your results. So, if you're hoping to sell your house smoothly and for a great price, you'll need to take the right steps.

**Here are my top 10 tips to help you sell your Denver home.**





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## PICK THE RIGHT DENVER REALTOR

When it comes to selling your house, choosing the right Realtor is really important - that's why it's the first tip! Your Realtor is the pilot of your home sale. It's their job to guide you through the process, while helping you sell for top dollar, within your ideal timeline.

Rather than calling the first person you find on Google, it's important to take your time and choose wisely. There are a lot of Realtors out there, but they don't all have the same degree of experience, expertise, and resources to make your sale a success.

For instance, while I've been selling homes in Denver for more than two decades and have set price-per-square-foot records in a number of local communities, not all Realtors have the same type of track record.

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## START WITH A DEEP CLEAN AND DECLUTTER

If you want to make the most of your home sale, you'll need to do a little prep work, and the best place to start is with a deep clean. Not only will scrubbing from top to bottom make your house look fresh, but it also tells buyers that your home has been well-kept over the years.

If you're too busy to clean on your own schedule, consider hiring professional cleaners. It's a small investment that can go a long way. Your realtor can even recommend a good local cleaning service if needed.

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## CREATE A NEUTRAL SPACE

Each potential buyer will have their unique tastes. So, to get the best results from your sale, you want to create a neutral space that has mass appeal.

Your home feels like home - and that's great. But if you want to attract strong offers from buyers, you'll need to make it feel like their home. One simple way to do this is by removing any items that are too personal. Things like family photos, college degrees, holiday cards, and other items should be removed and stored in a safe space.



## DON'T FORGET CURB APPEAL

Curb appeal is an important part of making a strong first impression with potential buyers. After all, it's the first part of your home they'll see when they arrive in person. You'll want to make sure your home's exterior and yard look clean and well-kept - just like you would for the interior of your house.

During the warmer months, keep walkways and driveways clean. Your lawn should also be mowed regularly. In the winter, ensure that your walkways and driveways are free of snow and ice.



## FIX WHAT NEEDS FIXING

Now that your home is nice and clean, it's time to turn your attention to any repairs or fixes that you've been putting off. This goes for major repair projects and minor home improvements. Even a few small, low-cost repairs can have a major payoff.

Even if you've kept the place in pristine condition, there are always ways to optimize your home and increase buyer appeal. Your realtor may recommend a few strategic upgrades or changes to help you get a better price on the market.

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## CONSIDER AN INSPECTION

Nine times out of ten, potential buyers will want to have your house professionally inspected before the sale goes through. Should the inspection turn up undisclosed defects, it could delay your sale or even jeopardize the deal entirely.

With that in mind, if you have an older home, or it's been a while since you've had an inspection done, it may be worth considering a pre-listing home inspection. In other words, hiring your own inspector to analyze your home before it goes on the market. This can help you identify potential issues you didn't even know about - minimizing the chance of an unpleasant surprise later on.

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## SET THE RIGHT PRICE

Another major difference maker in your home is price. Sometimes setting a higher asking price won't translate to selling for the most money possible. Instead, you'll need to be strategic.

**Denver home values may have gone up nicely in recent years; however, if you set your asking price too high, you could turn away a sizable pool of potential buyers. On the other hand, if you price too low, you could also be risking lost returns.**

This is where your Realtor's expertise will be critical. Factoring in market trends, buyer behavior, and comparable sales in your community, they will help you choose an asking price that maximizes your chances of success.

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## BE BUYER FRIENDLY

Open houses and showings are an important part of selling your home. They allow buyers to form a connection to the property, laying the foundation for a motivated offer.

With that in mind, if you're looking to make the most of your Denver home sale, you'll want to make it as easy as possible for someone to buy it. One way to do this is by being as flexible as possible with scheduling open houses or showings. While this isn't always the most convenient, it can make a big difference in how fast - and for how much your house sells.

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## PAY ATTENTION

Getting your house market-ready is a lot of work, and once it's finally listed, you may feel tempted to sit back and relax while buyers start discovering it. However, if you really want to get the best results from your home sale, you'll want to be tuned into how your home is performing, how buyers are responding, and what's happening with similar homes in your area.

Your selling strategy shouldn't be static. Instead, you may need to make a few adjustments once your home is on the market to improve your chances of a great sale. This could include adjusting the price, restaging the home, getting new photos taken, or any number of small yet effective changes.



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## THINK ABOUT WHERE YOU WANT TO LIVE NEXT

Lastly, as you work through your home sale, start thinking about where you want to live next. Just like selling, buying your next place will be a hands-on process - and it can take a long time.

To make things easier, start by writing out a list of what you need from your next home. Using this list as your starting point, your Realtor can refine your search to help you find the perfect home faster.

Along with knowing what you need from your next home, it helps to know what you can afford too. One simple way to do this is by applying for a mortgage pre-approval. This is when a lender looks at your finances and decides how much they're willing to lend you. Having this information in your back pocket is a great way to ensure you don't overspend or waste time looking at properties that are out of your price range.



**Alana Hankins**  
Broker Associate

## Meet Alana Hankins

I have lived my entire life in Colorado and I am currently raising my family in the country club golf community of Pradera in the Denver Metro area. My lifelong personal and professional local experience guiding sellers, buyers, and people relocating gives me the insight to help clients feel confident about making smart real estate decisions.

I've built a repeat and referral business over two decades because I take care of my clients—it's that simple.

There isn't a market condition, transaction obstacle, or industry trend I haven't experienced. Whether my clients are raising toddlers, have college-aged kids, are empty-nesters, or single professionals, I guide their transitions with the practical knowledge to create a life they're happy with.

I love helping people relocating to the area find the neighborhoods that fit their lifestyles, introducing them to the right communities and helping them feel at home. As a top-producing agent for 20 years, I understand what families and individuals need in the Denver Metro area.

"Alana helped us purchase 2 homes & sell 1. We changed our search parameters part way through, & Alana's consultative approach helped us make the right decisions. Had it not been for her professionalism, we may not have been able to sell our home for what we did, nor find a house that nailed our wants/needs."

- KYLE



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