

Follow this 15-step Action Plan, to optimize those tax-free profits when your home sells

1

Choose your real estate agent carefully Today consumers get most of their information through their mobile phone, PC or a tablet. Be sure your agent has a strong online presence, and utilizes state-of-the-art digital marketing tools including email and Facebook.

2

Audit your agent's marketing efforts.

92% of homebuyers start the house hunting process online. What your agent posts online to describe your home is vitally important. If the agent's description isn't compelling, most house hunters won't take the trouble to visit the property. Lots of quality pictures are important too. Make sure your agent uses a professional high-end photographer that knows how to capture the best features of your home. A great description and stunning pictures will make your home stand out in crowd and drive buyer traffic.

3

Plan the time to sell when markets are hot. Like everything else real estate markets are cyclical. Prices may vary by 5% or more between the peak and lowest periods over any given year. A good Agent can help you determine the best time to list your home.