

Three Keys to Selling Your Home in a Buyers Market

Don't worry about the idea of selling your home in a slow or "buyer's market" because when you follow these three easy steps, success is right around the corner! Why, because most home sellers today are neglecting one or more of these crucial steps discussed below...

Step One - Prepare the Home on the Inside... *Professional Home Staging*

Every home seller is aware of the need to spruce up their home (product) so that it sells, but most are not aware of exactly HOW to do this. In fact, according to the National Association of Realtors, the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent. Home sellers know they need to spend; they just need professional guidance on what to spend on in order to have the greatest return on investment.

After living in a home for more than 2 years, it is almost impossible to "objectively" view the space from a buyer's perspective and thus spend your staging budget wisely. Our homes are like our children: we are filled with sentiment about them, so that objectively altering them to fit a buyer's perspective becomes nearly impossible.

So what does a home seller do to view the home objectively and get the most from their staging budget? Hire a professional home stager who is an expert at marketing the inside of a home. These professionals are adept at working with home sellers in order to help them "disassociate" from the home and begin to view their beloved home as their number-one marketing commodity.

Buyers Need to Feel Home in Your Home before Making an Offer...

Step Two – Get the Word Out... *Marketing Campaign*

Did you know that according to the National Association of Realtors over 84% of homebuyers are ONLINE looking at photos of homes FIRST, before they decide to drive by and visit? Web presence is more important today than ever!

Your real estate agent is adept at listing your home in all the venues that homebuyers are looking at in your area. Remember to think like a homebuyer and go online to review your listing. Does it visually have appeal and stand out among similar priced homes in your area? If not, go back to Step One and Two to either increase the home's attraction or consider lowering Step Three.

Step Three - Price the Home Right the First Time... *Get it Sold Fast*

Your real estate agent is an expert on the marketplace and at reading and understanding comparables. Statistically, a home that "sits" loses its new listing buzz and ends up settling for a lower price down the road. In fact, according to a National Association of Realtors survey, the longer a home stays on the market, the further below list price it drops. Homes that sold in the first 4 weeks averaged 1 percent more than the list price; 4 to 12 weeks averaged 5 percent less; 13 to 24 weeks averaged 6.4 percent less than the list price; and 24 weeks averaged more than 10 percent less than list price. Talk with your agent about introducing your home at a price that will encourage potential buyer traffic.