

The real estate market is an ever-changing industry. What was true a month ago will have changed by next month. As a homeowner you will want to make the best choices in order to sell your home for the most money. Before listing your home there are four key areas that you will want to consider so your selling experience will be favorable. Each of these areas are equally important. Without one, the other three are of little value.

The most important thing you must understand is that your house is worth what someone will pay for it! Understanding these four areas will help you maximize that number and achieve things most sellers are looking for like multiple offers, bidding wars and exceeding the list price.



What Most Sellers Don't Know

Are you ready to be guided by a real estate professional to maximize your results? Key things to consider when thinking about selling your home.

Hiring the Right Real Estate Broker

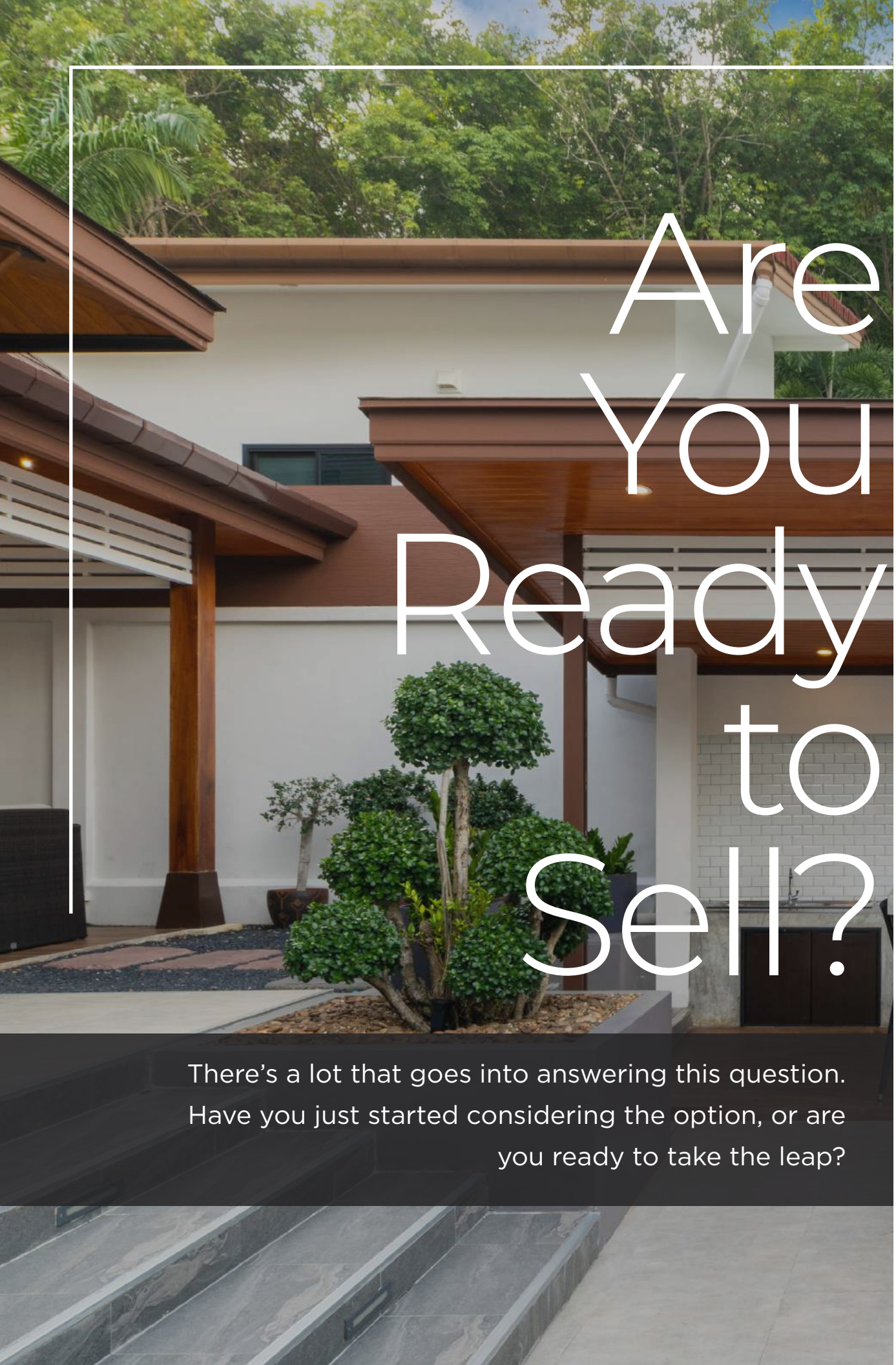
Selecting the right broker is the most important decision you make when preparing to sell your home. I've got you covered with the right questions to ask anyone you are considering. It is statistically proven that top producing brokers can sell your home for 3-6% higher than your average broker.

Home Condition

Is your home ready to be sold for top dollar? There are many things to consider when answering this question, and each home is unique. I'll walk you through all the things to consider when looking at the condition of your home. Staging is proven to sell your home for 1-3% higher than an un-staged home. Just as important as home-staging is a home makeover. Home makeovers can increase your sales prices by 5-25%, and at times even more depending on your budget, timeline and the current condition of your property. It is crucial before starting any home makeover project to have a written, detailed plan so that you do not exceed your budget and you fully understand the returns that each enhancement will make to the property without hitting diminishing returns.

Pricing Strategy

The most important point to most sellers is establishing the listing price. But the only way to do that is by analyzing the data. Understanding all the factors that affect pricing is critical to help you make the right decision when it comes to setting that number. Executing the proper price and implementing a customized sales strategy tailored to the current market conditions that will place your home far above the competition and improve your results as much as 5-15%.

A photograph of a modern, two-story house with a light-colored exterior and dark brown roofline. The house features a covered patio area with wooden pillars. In the foreground, there is a well-manicured garden with a large, rounded tree and other smaller plants. The text "Are You Ready to Sell?" is overlaid in a large, white, serif font.

Are You Ready to Sell?

There's a lot that goes into answering this question. Have you just started considering the option, or are you ready to take the leap?

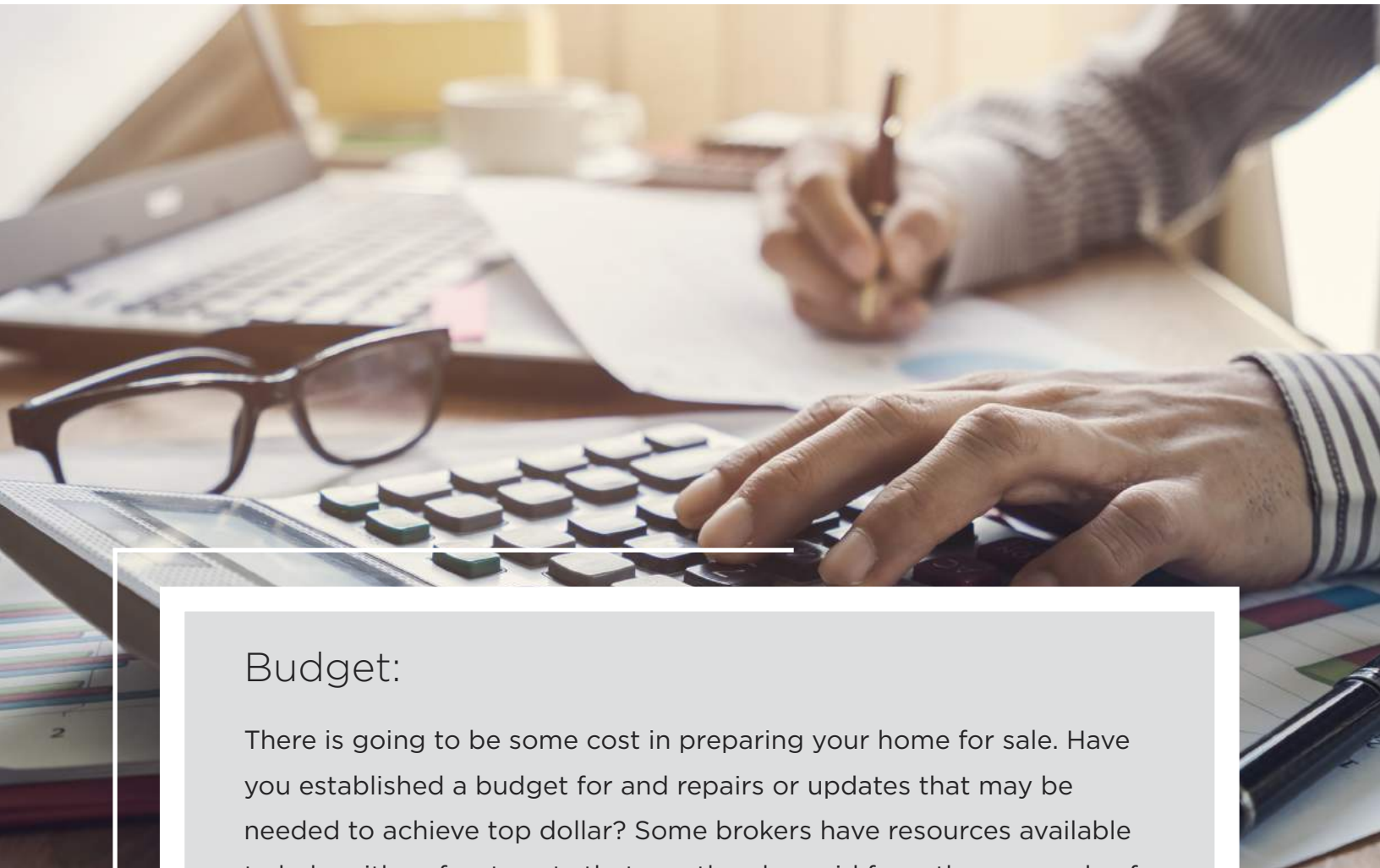
Emotions:

You may be very personally attached to your home, and have many great memories that are tied to it. Setting those aside and making decisions with a financial mind will help you achieve top dollar. You must also set aside your personal style. Your broker will guide you on how to make your home the most appealing to the majority of potential buyers.

Trusting the Expert:

Being open to receiving the guidance from a top real estate broker can make a huge difference in the outcome of your sale. A top broker will have extensive experience and knowledge. They know what buyers are looking for today, and are there to help you achieve your goals in selling your property. Your broker will help design and implement the right system for preparing the house to shine. They know what they are talking about. You just need to trust their proven system of selling homes to see the best results for your sale.





Budget:

There is going to be some cost in preparing your home for sale. Have you established a budget for repairs or updates that may be needed to achieve top dollar? Some brokers have resources available to help with upfront costs that can then be paid from the proceeds of your sale. If you know that you will be selling your home in the near future, it would be a good idea to start budgeting resources and time to prepare for the sale. Typical home preparation package of around \$20,000 (in the Seattle area) should take approximately 30 days to execute depending on the project details. This is where knowing the features increases your home's value the most and avoiding diminishing returns.

Timing:

Do you want to put the house on the market next week, next month or next year? Depending on your answer; are you able to do what is necessary to prepare your home within that time?

Preparation:

Whether you are looking at doing a full remodel, refreshing the landscaping, or just doing some minor repairs; these things take time. There are some things you can do to make sure preparation is done efficiently:

- Hire experts. Brokers should be able to connect you with vendors to take care of everything that needs to be done. Great brokers will manage that for you. Generally, this means things get done faster than if you were to try to tackle them yourself while still tending to your daily life. Also remember that these vendors are professionals so the final result should be of a higher quality than the average homeowner could achieve.
- Vacate the home. The most efficient way to prepare your home for sale is to move out and allow full access for preparation, listing and selling. This may not work for everyone, and there are some short-term alternatives that will also help.





Pets:

While your furry family member means the world to you, they can be a real challenge when selling your home. Having strangers in and out of your home can cause them great stress. Buyers may have allergies. Making arrangements for a temporary new home is one way you can help the sale move smoothly.

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Personal Items:

Ideally you will vacate the home prior to selling it, but we know that may not always be an option. At a minimum you will need to remove personal items like family photos and even your child's best drawings. Depersonalizing and decluttering the home prior to listing is an important piece. You want potential buyers to see themselves living there, and they can do that a lot easier when you take that step. Having a great designer helps this immeasurably. They will have fresh eyes and be able to understand what current homebuyers are looking for.

When the home goes on the market:

It's game time and you must do everything possible to make it easy and pleasant for potential buyers and their brokers to access your home.

If you have not been able to move out at this point, it is the perfect time to plan a staycation. Check yourself into an Airbnb or go stay with friends nearby. Allowing showings at any time with little restriction is the best way to get the most potential buyers in your home. On average, it takes 12-20 showings before someone buys your home, so you want as many showings as possible.

Real estate brokers will often want to show your home with little to no notice. You must be able to leave immediately allowing the buyers complete privacy and have the home in showing condition at all times.

Availability:

When there is a potential buyer or an offer is presented, you may only have a limited amount of time to respond. You must be available to speak with your broker at all times and potentially sign documents with very short notice.

Closing:

Some buyers may want to close and move into your home very quickly. Others may need a little extra time. Being flexible and ready is a must when you have an offer on the table.



You are Not the One Buying Your Home



This is an important thing to remember. Many times, a person gets attached to their home, and they start to think that the home is worth more because a lot of good times took place there. As a seller you need to remember that the buyer doesn't have those same connections.

This line of thought is important because it will affect what you do to the home getting it ready to sell. If you have to remodel your home pick things that will neutrally compliment the look of the home. This sets up the buyer to begin to make the home their own. So, go ahead and paint the pink room light gray. You may have enjoyed the pink, but a buyer won't likely have the same connection.

Hiring The Right Broker: Marketing Matters

People will Find Your Home Online

First. People will Find Your Home Online First. People today live in a digital world. They are forever glued to a small phone or computer in their hand. Information has become so easy to get that people look online before they ever stop by in person. Over 90 percent of new home buyers look on the internet for homes to go and view. In the past decade there has been a 300 percent shift upwards to real estate searches being done online.

Brokers must use strategic marketing strategies to attract buyers. Technology is king! Things like proximity marketing, geo-farming, high-quality HD photography and staging are just a few things that set great brokers apart.

The Right Broker is a Must-Have. A real estate broker represents you to the buyer. You will want to have one that is knowledgeable about the area in which your home is located. How the broker handles your listing could keep it on the market for months or see it sold in a matter of days. Take the time to research your real estate broker. You can learn a lot about them by visiting their website, viewing their current and past inventories and reading reviews of what past clients have said. If the site well-done and their reviews good, you can expect that same kind of professional behavior when they show your home and get it listed for sale. Anything short of professional and personal will not work in today's real estate environment.

Digital Marketing is a Must-Have. Digital marketing is the best way to showcase your home to the world. The days of putting things in print still happen, but used more for creating an elegant feel. But with digital marketing your home can be visible to the world within minutes of posting the listings.

Digital marketing allows new buyers to see the home before they come to the door. The pictures must be High

Definition to show the best of what your home has to offer. They must create a story that attracts the buyer enough to cause them to request a showing. In order for you to see the real value of digital marketing here are some facts of interest that were put together by the NAR and Google.

89% of home buyers used the phones to look at homes.

47% of buyers used the internet.

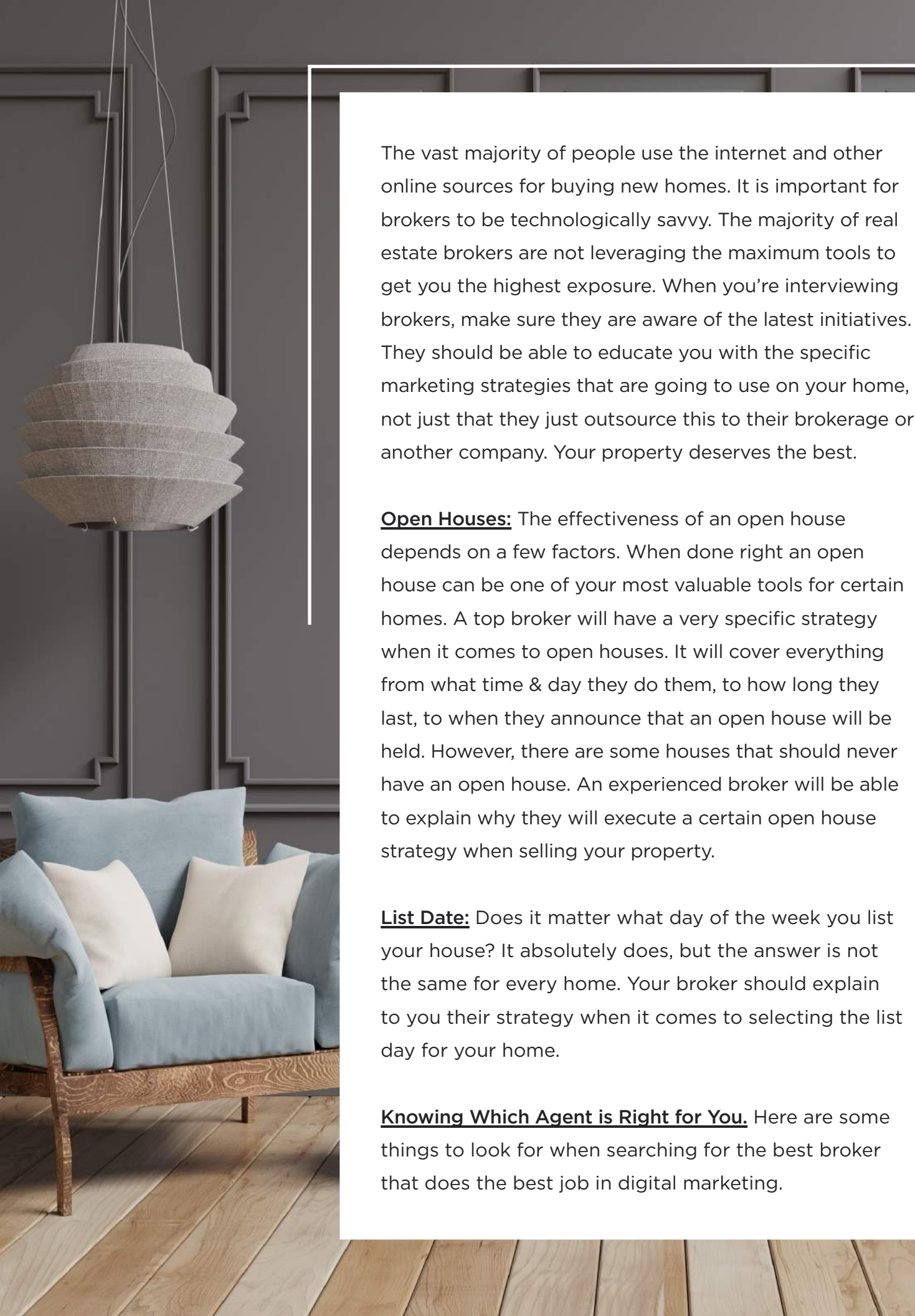
77% of buyers went by the home after they searched for it.

75% of elderly people have started using the internet for home searches.

44% use their phones to compare home prices.

28% contacted their agents online.

54% of buyers are over the age of 40.



The vast majority of people use the internet and other online sources for buying new homes. It is important for brokers to be technologically savvy. The majority of real estate brokers are not leveraging the maximum tools to get you the highest exposure. When you're interviewing brokers, make sure they are aware of the latest initiatives. They should be able to educate you with the specific marketing strategies that are going to use on your home, not just that they just outsource this to their brokerage or another company. Your property deserves the best.

Open Houses: The effectiveness of an open house depends on a few factors. When done right an open house can be one of your most valuable tools for certain homes. A top broker will have a very specific strategy when it comes to open houses. It will cover everything from what time & day they do them, to how long they last, to when they announce that an open house will be held. However, there are some houses that should never have an open house. An experienced broker will be able to explain why they will execute a certain open house strategy when selling your property.

List Date: Does it matter what day of the week you list your house? It absolutely does, but the answer is not the same for every home. Your broker should explain to you their strategy when it comes to selecting the list day for your home.

Knowing Which Agent is Right for You. Here are some things to look for when searching for the best broker that does the best job in digital marketing.

- What does their website look like? You can tell if a broker or firm is good by the way they update their site. Is it optimized to sell your house? Will your property have its own landing page and retargeting campaigns?
- Does the firm or broker have an active social media site? Check to see how often they post new content. An active broker is a broker that is in touch with a buying crowd.
- Will your home be posted on social media? Will it boost to a custom audience? Will it be Geo-targeted? The broker should be able to show a history of success in these areas. They should speak knowledgeably about views, impressions, engagement, clicks, conversion & strategy.
- Are they in the business of advertising? You should review the quality of the brokers print advertising and virtual tours.

Many brokers will just post your home for sale in the multiple listing service, and wait for buyers to come. These simple questions can help you determine a lot of things about a broker. It can help you know if they are active in the community and if they are connected. It can show you if they will aggressively market your property. A broker that is well-connected in the community can guide you to the right people to help with all aspects of preparing your home for sale.

A good broker will have a written marketing strategy that they follow that will help them get your home listed. They will know it so well that they will be able to tell you how it all works. The marketing plan will utilize signage, printed items, online sources like Google and other social media platforms, there will be strategies on showing the home and how open houses are to work. You must see the brokers tools and technologies that will help sell your home for faster and for more.

The Real Estate Broker

What is the broker's strategy? Are they new and just learning the industry? Are they more of an assembly line company focused on volume, as opposed to service and customer experience? Are they part of a team that may have a top performer that provides name recognition, but hands you off to another team member that may not have the same level of experience? Or are they a boutique broker that has a proven track record of success, and provides personal guidance throughout the entire process?



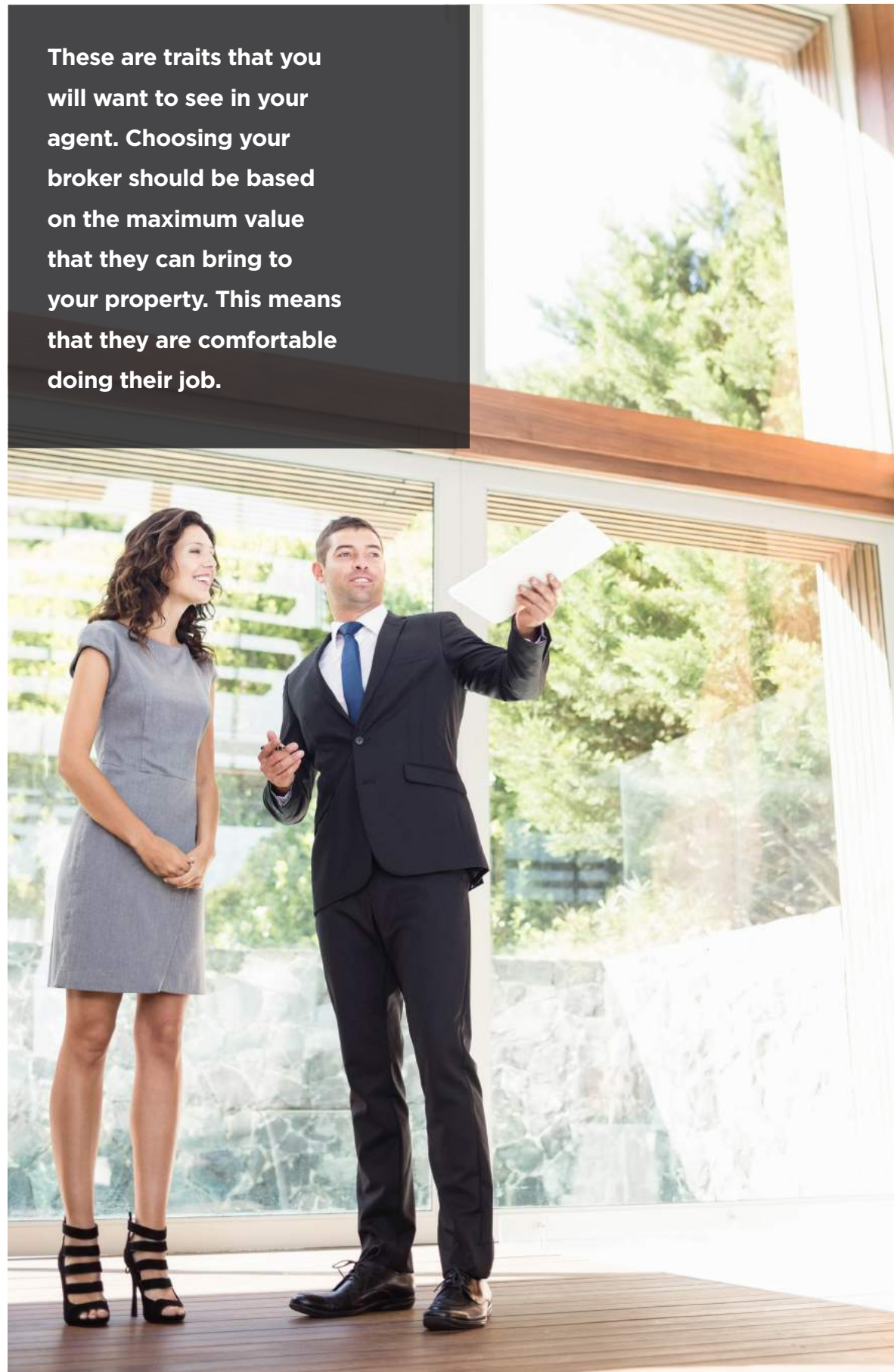
Why You Need a Broker with Experience

The need for an experienced broker has never been greater. There are so many important angles to selling your home that not using an experienced broker with high sales will just hurt you in the end. You can actually lose money and time by using a broker that is not well-equipped to do the job needed to sell your home fast.

Many inexperienced brokers will quit within the first couple years of getting their license. This is why it is important to find that broker with experience. There are some habits that you need to learn to recognize in order for you to hire that great broker. You will want to look for the following:

- Organizational minded. This can be seen in the way they present themselves and how they have everything ready for you. Do they have a pre-listing checklist to guide you through the selling process?
- Time management. You will want your broker to show up on time for showings and meetings.
- Communication. The broker will keep you informed through clear lines of communication. You should not have to ask how things are coming along with the sale of the home. Do they have a support team to help ensure a seamless experience?
- Technology. You should be able to see them using technology for their own advantage and for your own. Ask to see examples of how they use technology to help achieve great results.
- Patience. Your broker should be patient with you and others.
- Self-promotion. Your broker should put their name out into the public. The more exposure they have, the more homes they will sell.
- Professional. Your broker should be professional at all times.

These are traits that you will want to see in your agent. Choosing your broker should be based on the maximum value that they can bring to your property. This means that they are comfortable doing their job.



- Do they tell you what you want to hear, or what you NEED to hear? This is probably the most important thing to pay attention to when considering who to hire. Many brokers will agree to do things exactly as you want. A good broker will help you understand why you should accept their guidance in all aspects of selling your property. They are the expert!
- They should have reviews from past clients that reflect a high level of satisfaction.
- Be very cautious of brokers that are quick to reduce their commission. While this may sound enticing, it actually is not. It is actually proven to work against sellers. There are several reasons for this. We have found that if you are paying less, you are getting less. This is unfortunate as a lot of sellers don't know what they don't know. You are selling one of your largest assets and you deserve to be professionally represented. You are looking for a professional that knows how to broker the transaction with experience, confidence and value. An experienced broker knows that the true value of your property is what someone is willing to pay for it, and they negotiate maximum value on your behalf. The best top producing brokers will be able to articulate the value that they offer, which far exceeds their compensation. A top producing broker knows that there are no shortcuts. Every listing is direct representation of themselves.

How Much is Enough Experience?

It is true that 10 percent of brokers handle about 90 percent of the sales being done today. A broker that is sales driven will go out of their way to sell your home for the price that you want.

A broker's experience should not be limited to the number of hours they have spent in continuing education classes or seminars. It should be seen in what they do. The experienced broker will be able to:

- The real estate broker must show you their statistics. Top Producing brokers will sell faster and for more than the industry average.
- Offer solutions to problems that come up during the showing and sale of your home.
- They should be able to see problems before they become an issue. This shows that they know what they are doing.
- They should be well-spoken of by their peers.
- Be able to negotiate without having to think much. They know what they can offer before they represent you to the buyer.
- They should have in their minds a list of people that they call in a moment's notice to handle emergencies at the home.
- They should know the market inside and out.
- They should be able to start the listing and finish the closing with little to no problems.
- They will have strong established relationships within the industry. An escrow & title team they know they can count on to close your transaction smoothly. A marketing team that delivers a consistent brand. A list of vendors they can call on at any time. A support team to take care of all the behind the scenes magic to ensure a positive experience for you.

Being a good broker is not something that people are born doing. It is something that they become. An experienced broker earned their way to the top by being the best. And this who you want to sell your home fast and for the best price.

Find a Broker that Tells You the Truth and Not What You Want to Hear

People love to have their ears tickled with good news. They want people to tell them what they want to hear about any issues. But when it comes to selling your

home, you are going to want a broker that tells you like it is and not what you want to hear. You need a broker that speaks from experience and can give you the guidance to make you more money.

A great broker will tell you the truth. They will not try to sugar coat anything just to get your business. Too many times people hire a broker because they get caught up in the glamour of what they are saying to them. This is a dangerous thing to do and it could cost you a lot in the end. Here is a list of things that an agent could tickle your ear with just to land your business.



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Your broker tells you that you should list your home for higher price than what other homes have sold for in your neighborhood. Are they just telling you this to win the listing? Unfortunately, many brokers will do this. Then when they have you locked in an agreement they can push you for a price reduction after many months of sitting on the market. We'll get more into pricing strategy later.

The broker tells you that he will work on your listing 100 percent of the time. Some brokers and agents have a part-time job which limits the amount of time they can actually put into selling your home.

Do they tell you that your home is perfect, and needs nothing done to prepare for sale? Nearly every home will need something done in preparation. It may be as simple as removing personal pictures, or as in depth as a full remodel. More to come on this subject in the next chapter.

Are they willing to work for a reduced commission? We touched on this a bit earlier. A broker that cannot successfully sell their skills to you, may be just as successful in negotiating the best price when selling your home. A strong negotiator will sell your home for the highest amount possible.

Ask them why they want to sell your home. Understanding their motivation can tell you a lot about a broker. A great broker loves the art of negotiation, and thrives off of getting the highest and best offer for their clients.



You Really Need to Find a Broker You Can Trust

Reputation is everything when it comes to building trust. When searching for the right agent you will want to really pay attention to what others are saying about them. A trustworthy agent will have a good reputation in the community. The job of being a broker is all built on trust. You are trusting the person to do everything they can to sell your top dollar. You are trusting that they will make good decisions and earn the amount of money you are paying them.

Read Those Reviews

Go ahead and read those reviews about the broker that you are wanting to hire. Here are some things to remember when reading the reviews about real estate brokers.

- Look for good reviews. It is fine to read bad reviews, but you will also want to read the good reviews.
- Look for track records of success. Do they consistently exceed client expectations?
- Look at the skills others noticed in the review. These are things that they picked up on and felt they were worth mentioning.

The bottom line is that you need a broker that will give you the facts! Do they speak with confidence and knowledge? They should be guiding you through every step of the process and should have facts and data to give you 100% confidence in allowing them to do that.

Home Condition

The condition of your home plays a large role in how fast it will sell. All defects or conditions that affect the intended function or operation of a major house system should be fixed. Buyers do not generally want to buy a home that they have to fix up before moving in.

It is important to fix leaks, replace broken appliances, deal with pest control issues and even disposing of old paint cans. A new homeowner is not going to want to dispose of your old paint cans. Your home should match or exceed the condition of homes around yours. Keep your landscape fresh and trimmed back is an important part of curb appeal.



Occupancy - Do Vacant Homes Sell for More?

There are three ways that most people try to sell their homes. The first way is living in the home while it is for sale and the second is by selling the home while it is empty. Other times a home is listed for sale while there are tenants living in it. Each of these options have their own set of challenges, but they are the most common for a lot of reasons.

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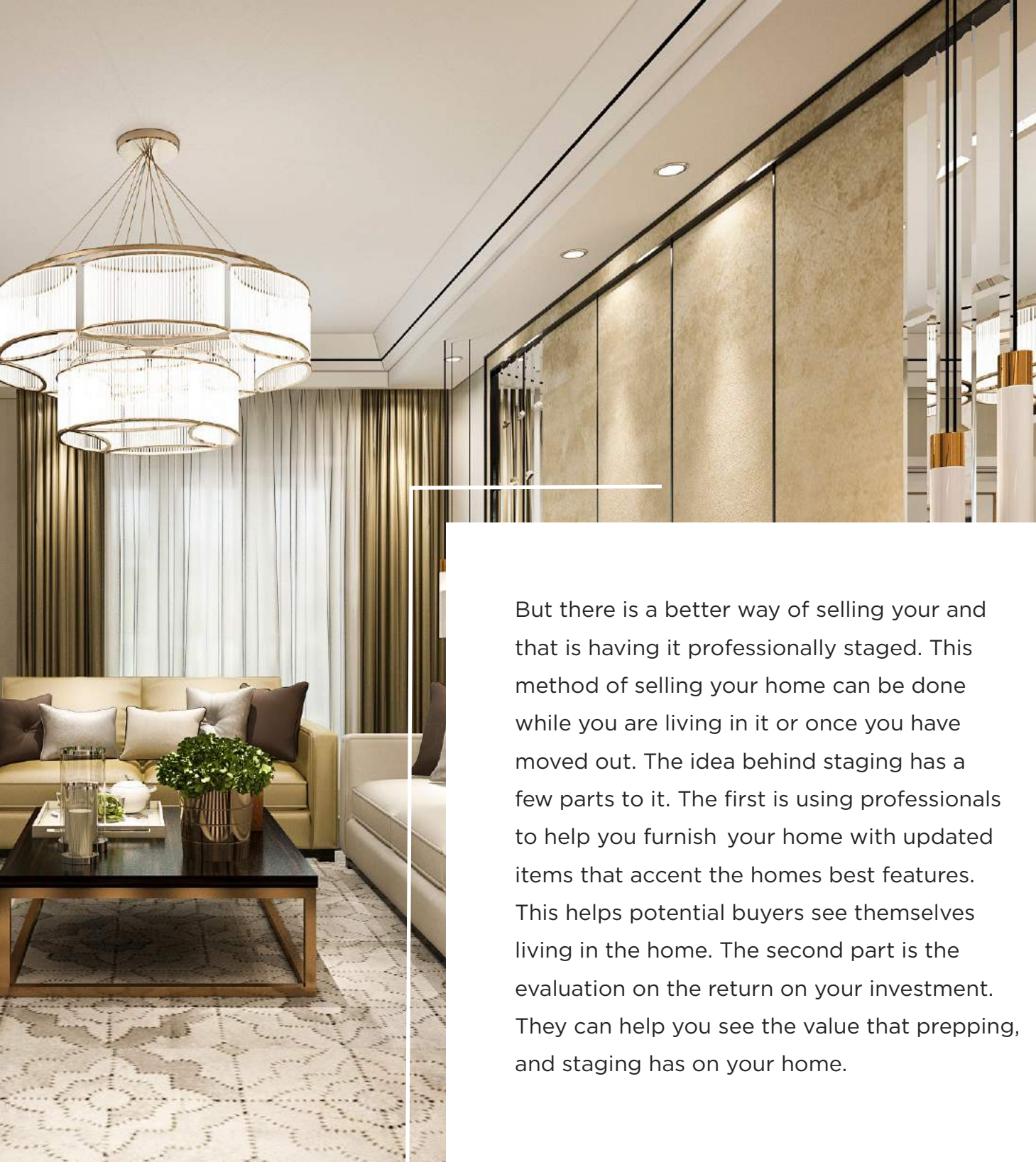
The seller does not have a place to go until the home can be sold, and they can buy a new one. If you cannot move out while the home is on the market, you may want to consider a vacation or renting through a service like Airbnb for a short time. This allows more convenient access to potential buyers, while alleviating the stress of living in a home while it is on the market.

2

The seller or tenant has vacated the home, and it is now empty. An empty home can feel very cold and uninviting.

3

The seller wants to keep tenants in the home while it's on the market to continue to cover the cost of ownership. While this is completely understandable, it is not recommended. Tenants do not have a financial interest in the sale and may not keep the home up to the standards you would want while the home is listed. This could deter many potential buyers, and end up costing you more in the long run.



But there is a better way of selling your and that is having it professionally staged. This method of selling your home can be done while you are living in it or once you have moved out. The idea behind staging has a few parts to it. The first is using professionals to help you furnish your home with updated items that accent the homes best features. This helps potential buyers see themselves living in the home. The second part is the evaluation on the return on your investment. They can help you see the value that prepping, and staging has on your home.

Do Staged Homes Sell for More? Would you pay top dollar for a used car that had not been detailed, serviced or has a warranty?

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Staging your home is the best way to complement pictures that the realtor uses online in the virtual showing. Most people love to see the potential that a home has before they buy. The better looking your home is on the inside, the more a person will want to have it as their own. It is the desire of most people to have better things than what they currently may have.

People will be able to see themselves living in the home if it is staged correctly. This is where the professionals shine. A person that specializes in staging a home has a creative ability to see the potential of any space. They will be able to choose the right furniture and home decor that will perfectly accent each room of the home. You will also see that each room will have a theme that build an entire picture for the home.

Properly staging the home shows the homes potential. Most people have a hard time imagining what a room could look like without seeing it first-hand. But staging allows them to see what it could look like with just a little effort. What you had as an office could become the third bedroom for a family with two kids. But that potential gets missed if you stage it as an office instead of a bedroom.

Space is always an issue for people. It seems like there is never enough. Staging helps show how big a room really is. Most people have too much stuff crammed in rooms, but staging keeps everything rightly portioned in order to show all the space. This helps a potential buyer see themselves living there.



Staging a home is not something that you have to do yourself. Professionals are available to come and assist you with the process. These are people that specialize in home decor and imagination. Their services are well worth the small amount of money to stage the home. After all it can only help you get top dollar for selling your home.

If you are worried about the cost of staging, then consider the following points. According to industry studies, 40% of buyers surveyed said that high-quality home staging swayed their decision to buy. As professionals, we know most buyers are imagining themselves living in a home when they walk through it. They want to be able to realistically imagine how they will use each space. Eighty-three percent of buyers said that home staging made it easier for them to imagine how they would use each space in the home.

There is also the possibility that of paying for the staging once the home sells so there is no out-of-pocket expense that you have to pay upfront. Your real estate broker may also include the cost of staging as part of their listing package.

The payoff for staging your home is well worth it. It helps your home stand out from the competition. If your home looks like every other home for sale, then it could sit there on the market for months. Staging definitely helps increase the value of your home. You could see thousands of dollars added to the price if the staging is done correctly.

Condition is so much more than the physical condition of the home, or what it looks like when a potential buyer sees it. It's about the full experience. There are some important details to keep in mind regarding experience.

- Give the buyer space. You should never be there when a potential buyer is viewing your home. You want them to be able to make themselves at home and speak openly about how they are feeling.
- Give them time. If you have a scheduled showing it is important that you stay away for the entire time. People like to take their time. So, try not to rush people touring your home.
- They will want to look at everything because it is a big purchase for them.
- Details matter. Replacing light bulbs with daylight LED and playing soft music really help to create a welcoming environment. An experienced broker may offer things like aromatherapy kits, lighting packages and other details to help you create that perfect feeling.



- Make the temperature comfortable for them. If it is too hot or cold, the buyer will hurry through the home just to get out of there. They will also stay longer if it is comfortable for them.
- Provide a pleasant atmosphere for the buyer. Put a fire in the fireplace or turn on your landscaping lights.
- Keep the air fresh. This does not mean you flood the room with air fresheners. Open your windows about an hour before they arrive and give the house time to air out.
- Turn on every light and open all the curtains. This makes the home seem larger than it really is on the inside. Remember that people are usually shopping for a new home because they need more space.
- Your broker should be asking for feedback after any showings. Pay attention to what people are saying, and make adjustments as needed.

Identify Positive and Negative Attributes of your Location

People want to know all about your home and the area in which it is located. They want to know what the positive elements are, and they are going to want to know the reasons why you are leaving such a wonderful home. You will also need to know the negative side of your location.

This will help you to counter any hesitations that they may have about the things that come with the home whether they are positive or negative.

In order to help you identify such things here a few lists of the possible negative things to look for and the positive things you will want to highlight.

Improving on the Positive

The positive aspects of the home will help sell it for a great price. It is important to have a lot of more positive aspects of the home visible. So, here are some things that you may want to identify or add to your arsenal of attractions for the home.



Each home will have its own list of positive attractions. Many of these things you can add to your home to make it stand out. Sometimes the larger items will take some planning, but you may want to consider adding storage to help sell your home.

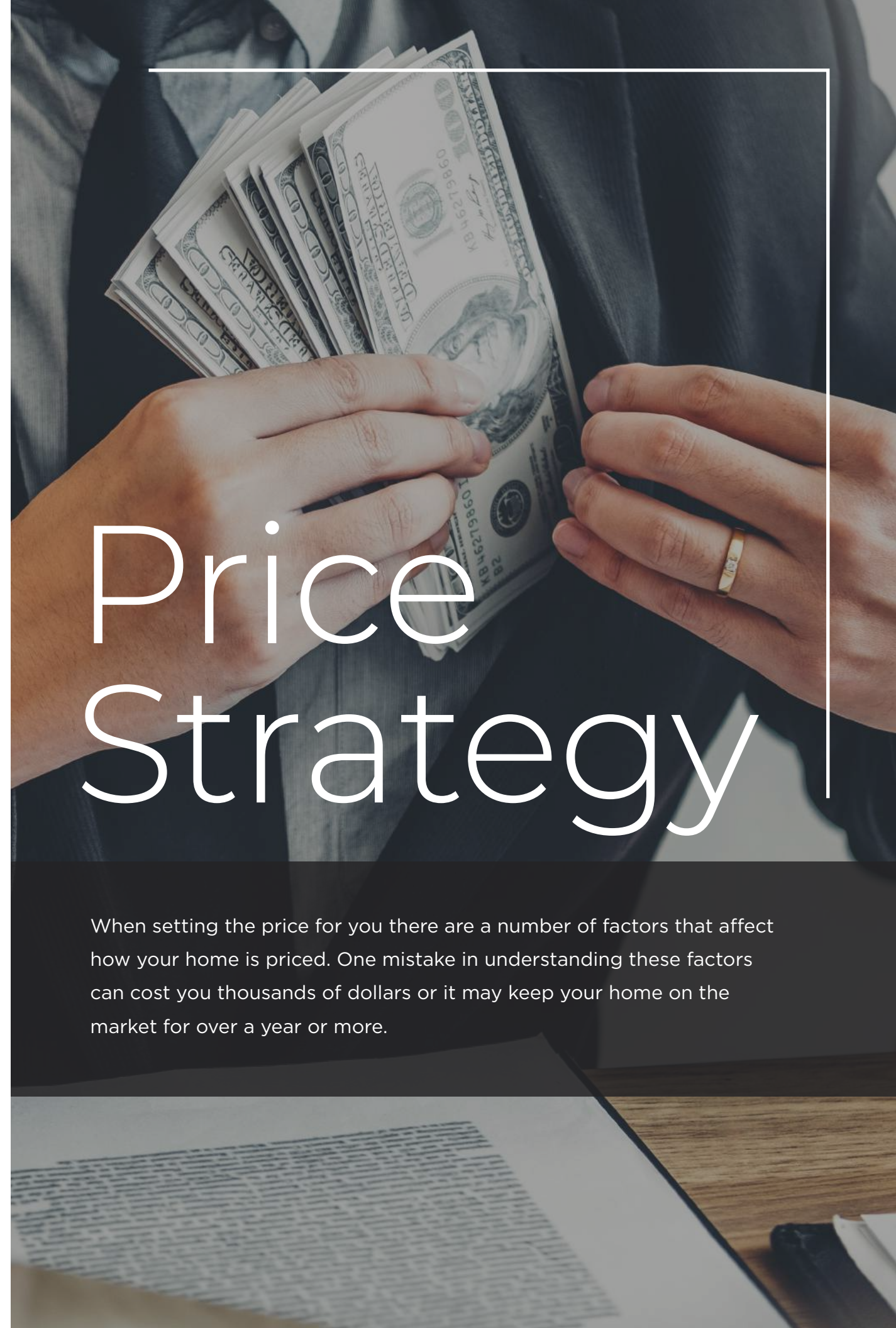
- Undesirable location of the home
- Uninviting curb appeal
- No garage or small garage
- No yard or too much yard
- Unappealing or no landscaping
- Bad paint colors
- Old roof or less desirable roof style
- Old windows and doors
- Small or awkward layout
- Carpeting rather than hardwood floors
- Stains on the carpet
- Outdated kitchen and bathrooms
- Small bedrooms
- Busy roads
- No businesses around
- No parks
- Limited ceiling lighting
- Structural problems
- Electrical or plumbing problems
- Dust on the shelves
- Mold
- High power lines



Within the Home Itself

Give each room a theme of its own. The theme should be based on the use of the space. A bedroom could have a boy or girl theme. A bonus room could be a theater or game room. Themes help potential buyers see how the space can be used. The ideas are endless. It is important to make that the themes stay in those rooms and not spill out and mix with other rooms. However, it is important that the design of the entire home is cohesive with a similar style throughout.

Match the decor. You will want to make sure that your colors and fixtures complement each other. If you are planning on staging the home, your home stager will do this automatically. Buyers want to see that things are pleasing to their eyes. This helps them paint a good picture in their minds when it comes time to select a home.



Price Strategy

When setting the price for you there are a number of factors that affect how your home is priced. One mistake in understanding these factors can cost you thousands of dollars or it may keep your home on the market for over a year or more.



Know the Market Data

There are five key areas of market data that affect the way a home is priced. Each one is related to the next, so they end up forming a complete picture of the value of your home. Or at least what you can expect to sell the home for.

Supply and Demand

Depending on what is for sale in your neighborhood and whether people are buying homes will create a buyer or a seller's market. This can greatly affect the price of your home and how long it will stay on the market

Assuming that there are just a few homes for sale in your neighborhood, and they are selling fast creates a seller's market. High demand for homes when there are a few homes available for sale will allow you sell your home for more than what it normally would be worth. Selling in a seller's market gives you the seller more power at the negotiating table. Even in a seller's market, it is critical

that you make your home stand out against the competition.

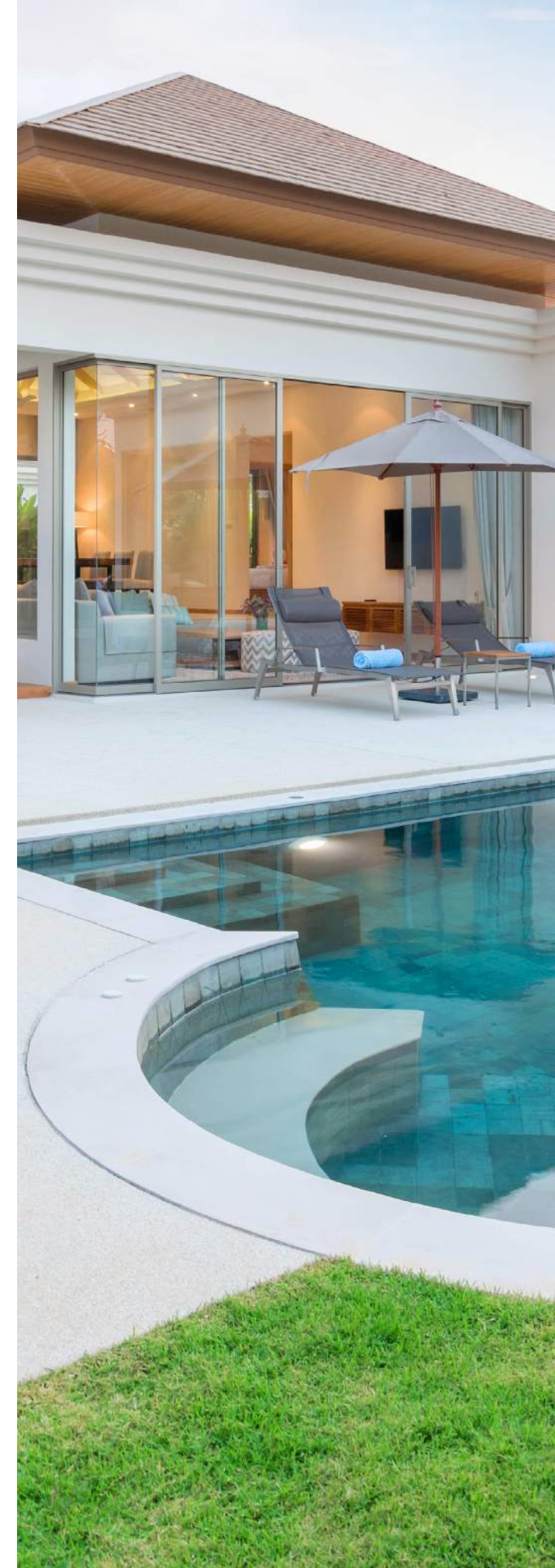
A low demand for homes or having a lot of homes for sale in the neighborhood creates a buyer's market. This allows a buyer to be more selective and can lower the selling price of your home. The buyer may make a low offer on your home hoping that you would accept the offer knowing that they have many options to choose from. The buyer has the power at the negotiating table in a buyer's market. When a seller wants to sell their home fast they will have to do a lot more in this kind of market.

Median Home Prices

One of the ways that a home will end up on the market for months at a time is the home is priced too high. When talking about median home prices the experts are referring to the middle of the prices that homes are selling for around your home. This helps realtors and homeowners to know the middle of what homes are selling for in your area.

The median prices of homes change with the seasons. Statistically winter months have longer sales times. Some brokers will tell you your home will sell for more in the springtime, but that is not necessarily true. It may sell faster, but that doesn't necessarily mean it will sell for more. There is a strategy to be applied for getting the maximum return at any time of the year. When selling your home, knowing the market trends and selecting the right strategy are critical. There are strategies that can be applied in any market or season to sell your home for top dollar.

Another factor to consider when selling a home is the type of home that you own. The market is divided between types. When looking at median pricing, you should be comparing your home to very similar homes



that would appeal to similar buyers. It is important to know where your home falls in subcategories of homes. Each category has a different median home price. You certainly do not want to list your home using the wrong sub-category. You cannot compare an entry level home that would likely fit the needs of a first-time home buyer to a million-dollar home.

Knowing and understanding the trends and data will allow you to sell your home for top dollar in any market at any time of year.

New Construction

Understanding new construction in your area is critical. Statistically new homes are the most desirable and sell for more than a used home. There are a few keys reasons for this:

- 1
- New homes are built to the most recent building codes.
- 2
- New homes require less maintenance, and have less worry of expensive repairs.
- 3
- New homes are more energy efficient.
- 4
- New homes tend to have all the latest bells and whistles.
- 5
- New homes are finished with the most current design trends.

Home builders do extensive research when establishing their price point in an area. They know who the buyer is, and what is most important to them. They also know what that buyer is willing to pay for a new home in that area.



Mortgage Rates

Low mortgage rates have a tendency to increase buying demand for real estate. When the rate is low; more people will refinance their home or buy a large one because they are not paying so much in interest. Low interest rates can be a benefit to you when selling your home. If the timing is right, you could potentially sell your home for a little more than the median price.

There is a direct connection between home mortgage rates and the federal reserve rate. The federal reserve lowers and raises their rate which affects all interest rates for every type of loan. Banks and other lending institutions will adjust that rate with a certain increase

that is set by each lender. Homebuyers know that shopping around for the best mortgage rate is key to paying less in interest over the life of the loan.

The economy plays an important part of home sales. A strong economy means there are more people with extra money. So, they are more willing to buy a home rather than simply rent one.

In a strong economy there will be better employment, creation of better jobs, home construction and higher wages. All of these factors play an important role in helping you set the price of your home and getting it sold.



Understanding the Timing of Home Sales

The big question for homeowners seeking to sell their home is “When is the best time for me to sell my home?” Spring is a good time to sell your home but there are some other points of interest that you will want to know.

- Winter months can be a good time to sell. The springtime may be an ideal listing time, but you will also be competing with other home sellers. The wintertime means there are fewer homes for sale. This brings more of the buyers to your doorstep. This in turn creates demand and can start a bidding war on your that could increase the price dramatically.
- Watch your area closely. The housing market varies by area.

There is the possibility that your area is outperforming the national real estate average.

- Mortgage rates are an added bonus or curse when it comes to selling your home. People are more likely to buy a home when they can get a low interest rate. This can happen when the federal reserve lowers the national rate, or it can happen when lenders get into a rate war.

Watch the rates of lenders. If they are discounting their rates, then there will be more buyers looking for a home.

The time to list your home on the market really is your decision. Make sure you are ready to move before putting it on the market. Homebuyers want to be able to move in and take possession of the home as soon as the sale is final. Most buyers will walk away if they find out that they have to wait a period of time before they can move in.

Inventory

As a home seller you want to get the highest price for your home. But determining that price can be a fine line to walk. Listing your home for too much will push buyers away. But listing it to low could leave money on the table.

Then there is the inventory issue that you will have to deal with. New construction is not the only thing that contributes to the housing inventory in your neighborhood. You will find that other homeowners selling their homes are your competition. This is why having the right price for your home is extremely important. Consider these three reasons why it matters.

1 2 3 4

The right price attracts. Price means everything when there is a lot of inventory for people to choose from. One temptation to avoid is pricing your home high hoping for someone to come along and pay it. There is usually a small window of opportunity where your home is new to the market. It is usually in this window that homes sell fast.

Use strategic pricing methods. Home search websites have filters to weed out homes that do not interest buyers. If your home is overpriced, a lot of these sites will indicate that to potential buyers. Price your home strategically in order to have it picked up in search engines. If you overprice and a buyer sees your property, they will likely eliminate it, meaning that they won't get updates on price changes.

Timing is everything. This means that if your home has been sitting on the market for 30 days and not one person has come to look at it, then it is overpriced. On average a home is viewed by 12-20 potential buyers before it is sold.

A home that is priced right gives the buyer confidence that they are dealing with a reasonable person. The last thing that you want to see happen is yourself being branded as pricing your home too high. This will end up scaring buyers, and they will go somewhere else to buy.

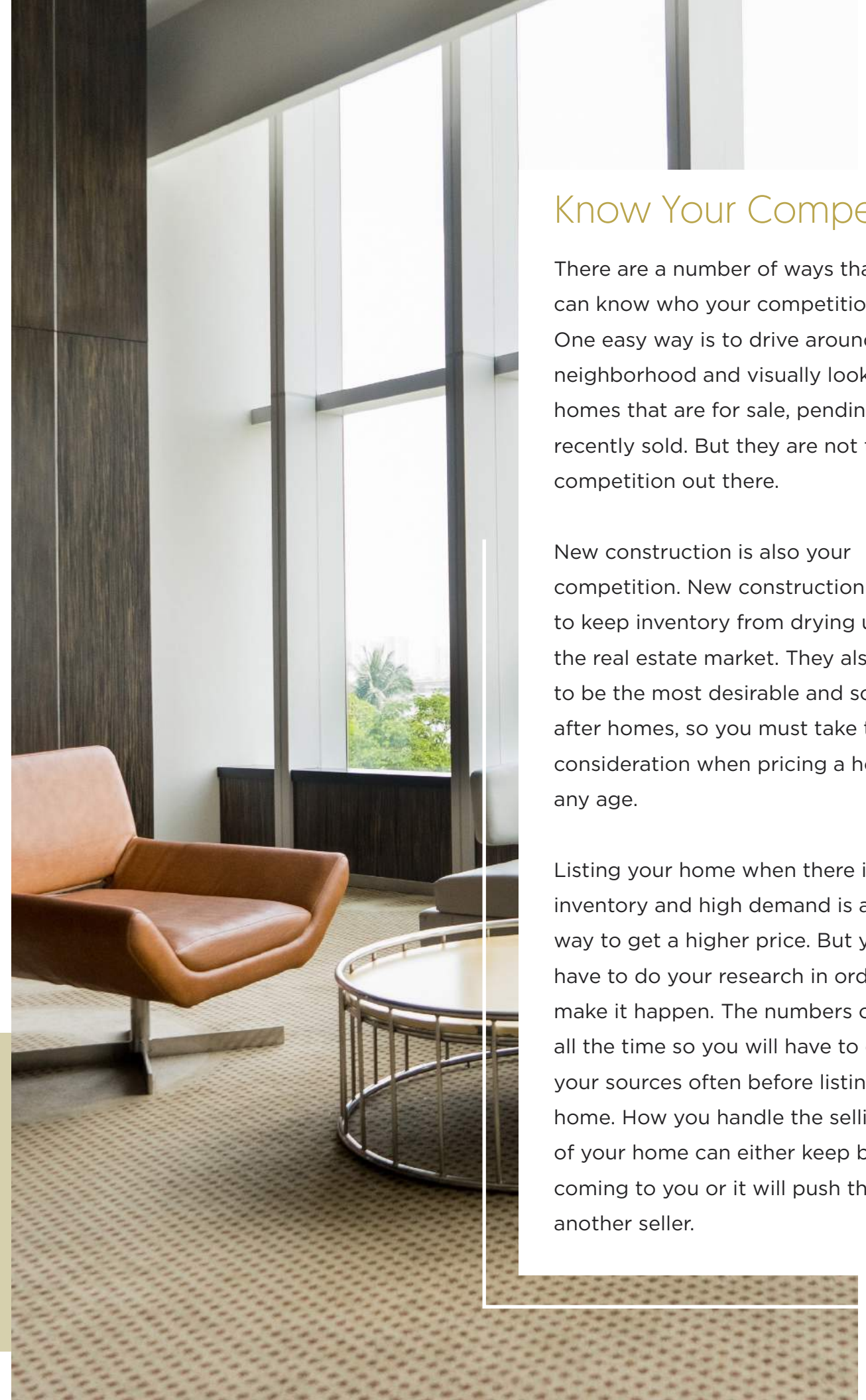
There are always going to be homes for sale when it comes time for you to sell. You become the competition to other sellers just as much as they are to you. You will want to outsmart the other inventory by pricing your home to sell. This means not being too greedy or pricing too low. It takes into account all the factors related to pricing your home. Do your research and price home accordingly.

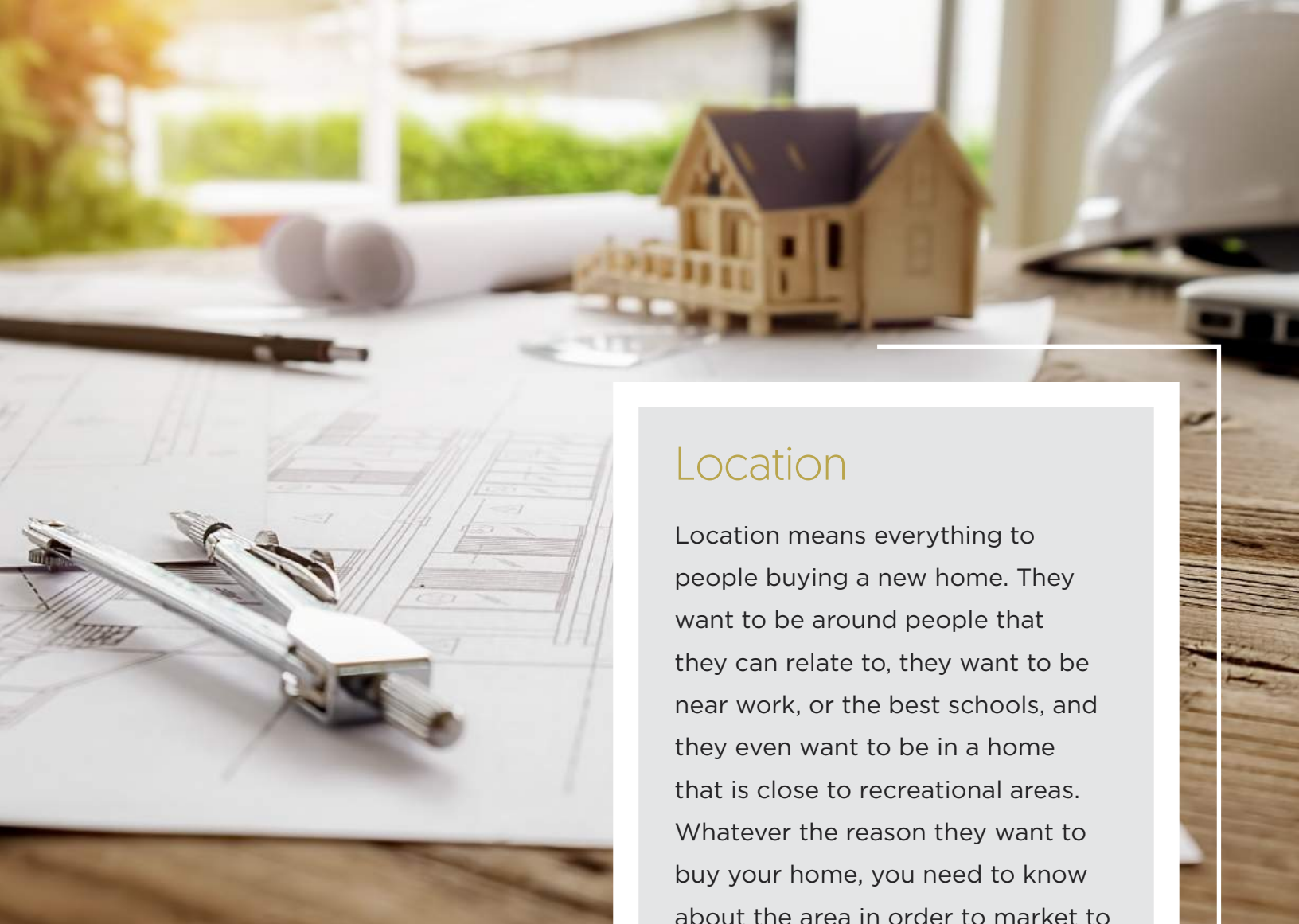
Know Your Competition

There are a number of ways that you can know who your competition is. One easy way is to drive around your neighborhood and visually look at all the homes that are for sale, pending or have recently sold. But they are not the only competition out there.

New construction is also your competition. New construction is a way to keep inventory from drying up in the real estate market. They also tend to be the most desirable and sought-after homes, so you must take them into consideration when pricing a home of any age.

Listing your home when there is little inventory and high demand is an easy way to get a higher price. But you will have to do your research in order to make it happen. The numbers change all the time so you will have to check your sources often before listing your home. How you handle the selling details of your home can either keep buyers coming to you or it will push them to another seller.





Location

Location means everything to people buying a new home. They want to be around people that they can relate to, they want to be near work, or the best schools, and they even want to be in a home that is close to recreational areas. Whatever the reason they want to buy your home, you need to know about the area in order to market to the right kind of buyer.

Knowing the Buyer's Demographics

Information is what helps one person excel in life. It is what helps sells homes and keeps people from making bad decisions in life. People have access to just about every kind of information.

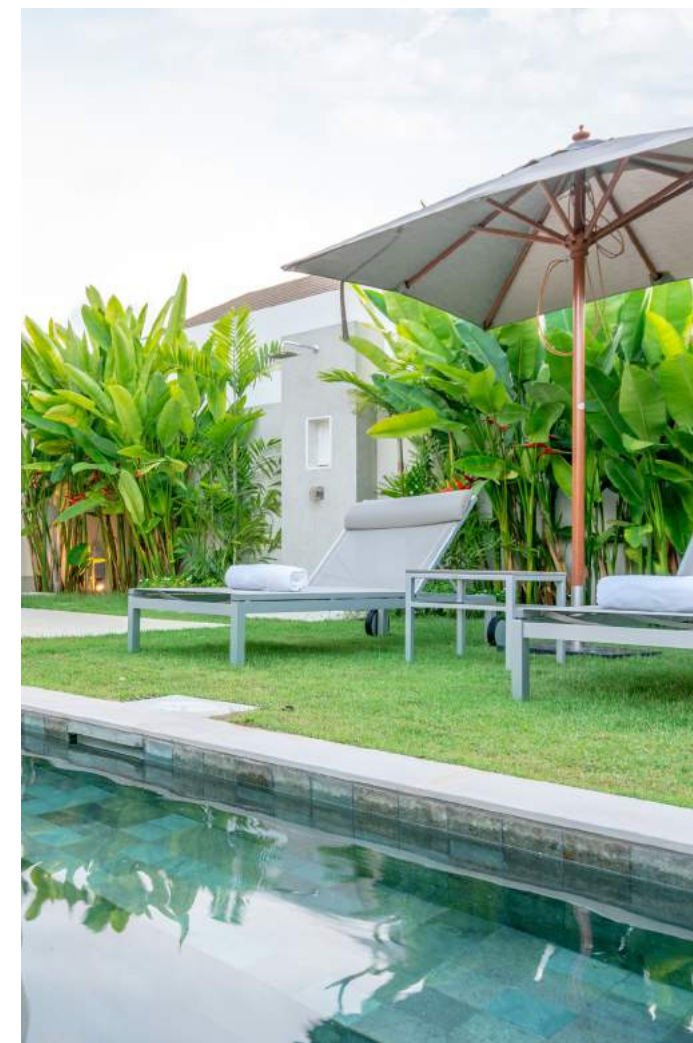
There are multiple ways to get what you need in order to sell your home. Demographic data is extremely valuable when it comes to real estate.

Demographic data is essential in helping you understand the right audience for your home. The information is vital when setting up a marketing campaigns.

Suppose you are looking to send out a mailer with information about your home. The demographics would have been used to set the details of the mailer to appeal to the people you are trying to reach.

Targeting existing home shoppers is an effective way to sell your home. It enables you to focus on exactly what people are looking for in a home. This gives you an advantage over other people trying to sell their homes because you know what attracts the customer. If you are looking to use demographic data to sell your home here are some points that you will want to know about.

Some demographic website will also provide you with a city's population, the median house price along with its yearly changes, how long the average home is on the market and a lot of other important details.

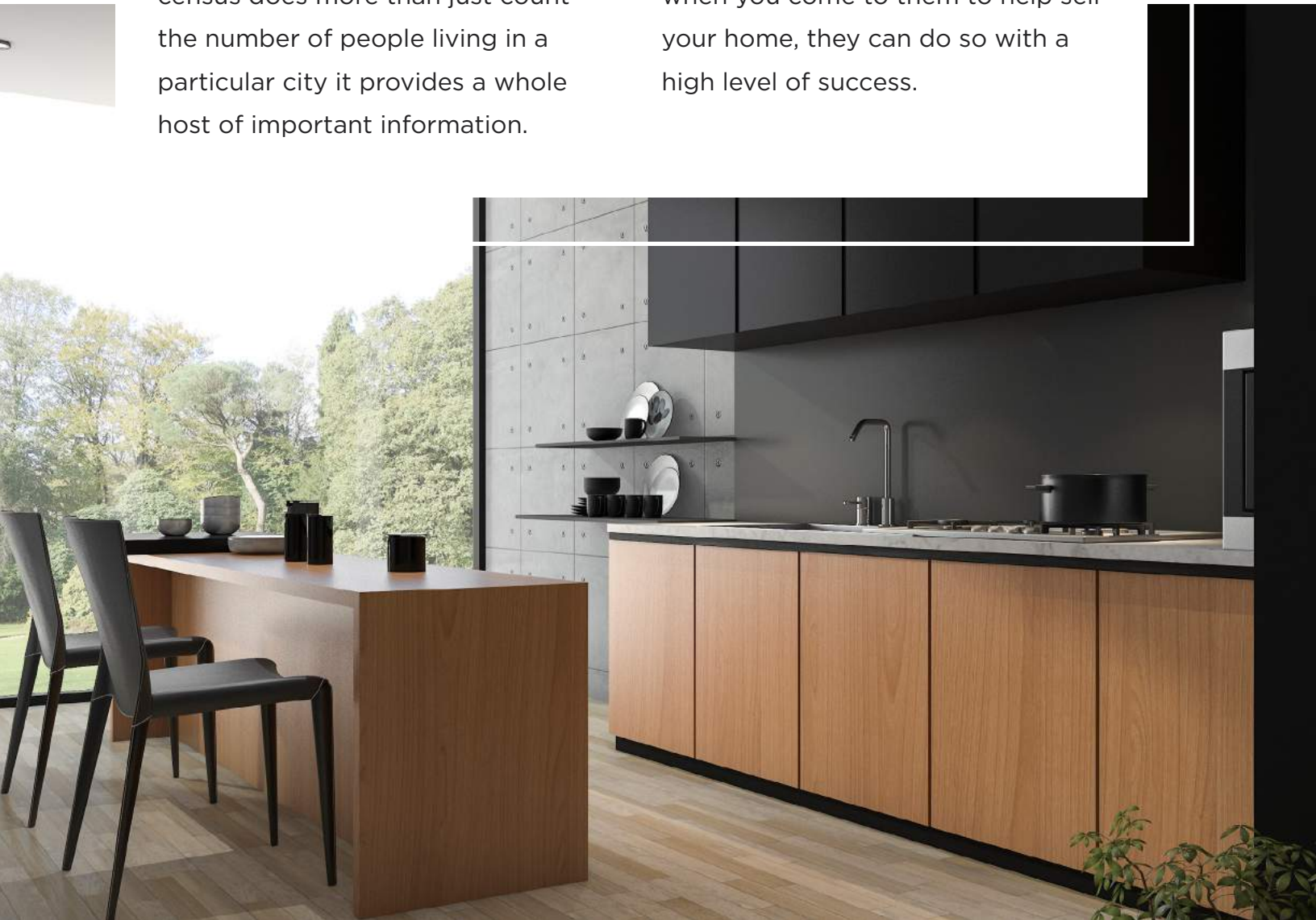


This information is extremely valuable to you as you try to sell your home. It can be used to develop a marketing strategy that could sell your home in a few weeks rather than months. It can also give you an indication on how long it could take to sell your home.

Demographics Affect the Real Estate Market. Demographics do change all the time. The biggest changes to demographics will be recorded with each census year. The census does more than just count the number of people living in a particular city it provides a whole host of important information.

Demographics also help builders determine what types of homes need to be built in certain areas. For instance, builders will use demographics to determine the size and price points they need to build.

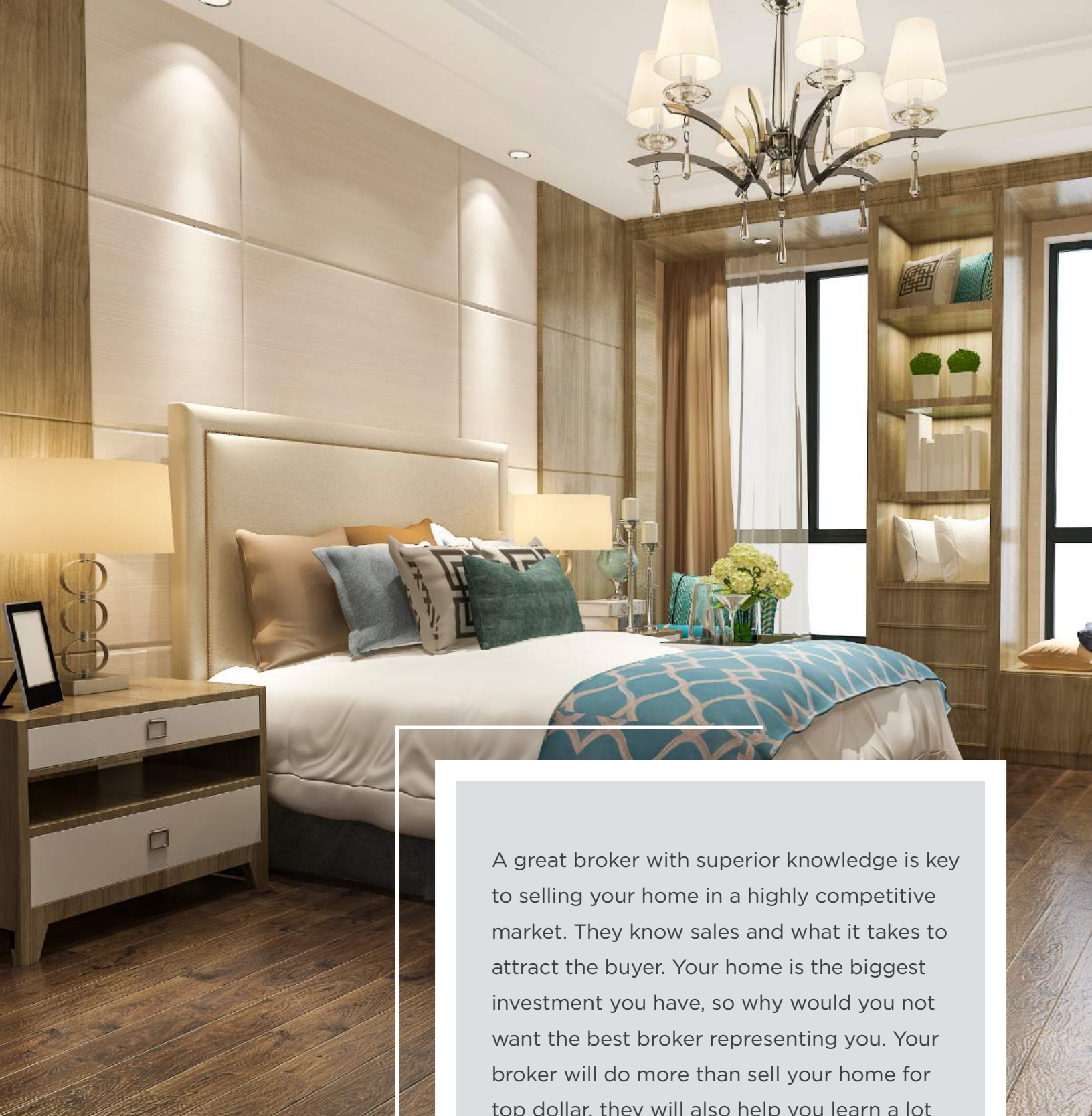
These trends must be monitored on a monthly basis so the right decisions can be made when it comes time to sell your home. This is one reason why a top real estate broker is so important. It is their job to stay current on these kinds of facts. So, when you come to them to help sell your home, they can do so with a high level of success.



Know Why People are Buying in Your Area

Home sales in your area will fluctuate with time. There will be times when the home's value and the land are not selling well. But then there will be those times when the value of the land is selling at good rates. It all depends on the reasons why these things happen.

- Growth is a common theme to why some home and land values are at all-time highs. Cities that are experiencing growth will often have a competitive housing market. People want to be where the action is taking place.
- Location is always important. Areas have become so popular to builders that the value of the land itself has tripled in the past few decades. Your home may not be in the best of shape but the land is worth a lot of so it is possible that you could sell your home for a good price based on the land value.
- Is a builder coming through? Sometimes builders will buy up old homes in an area to develop newer and bigger homes. You may want to think about selling in this case because it is possible that the offer you receive is the best one you will get down the road.



A great broker with superior knowledge is key to selling your home in a highly competitive market. They know sales and what it takes to attract the buyer. Your home is the biggest investment you have, so why would you not want the best broker representing you. Your broker will do more than sell your home for top dollar, they will also help you learn a lot along the way. Go ahead and hire your broker. There is nothing that you have to lose. You do however, have a lot to gain.