



# SPRING 2025 SELLERS GUIDE



SCAN FOR A  
LOCAL MARKET  
UPDATE AND  
VALUABLE  
SELLING TIPS



**MERLA TURNER**  
*the* **MARKETING REALTOR**

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**GREATMISSOURIHOMES.COM**



The background of the top section features a blue-tinted photograph. In the foreground, several tulip flowers and buds are in focus. In the background, a white house with a gabled roof and a porch is visible, partially obscured by the flowers and a dark fence.

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# Are You Asking Yourself These Questions About Selling Your House?

*If you're debating whether you want to sell right now, it might be because you have some unanswered questions. Here's some information that can help.*



## 1. Is It Even a Good Idea To Move Right Now?

If you own a home already, you may be tempted to wait because you don't want to sell and take on a higher mortgage rate on your next house. But your move may be a lot more feasible than you think, and that's because of how much your house has likely grown in value.

Think about it. Do you know a neighbor who's sold their house recently? If so, did you hear what it sold for? The number may surprise you with how much home values have gone up in recent years.

**According to Lawrence Yun, Chief Economist at the *National Association of Realtors* (NAR), the typical homeowner has gained \$147,000 in housing wealth in the last five years alone.** That's significant – and when you sell, that increase in value can give you what you need to fund your next move.

## 2. Will I Be Able To Find a Home I Like?

If this is on your mind, it's probably because you remember how hard it was to find a home over the past few years. But in today's market, it isn't as challenging.

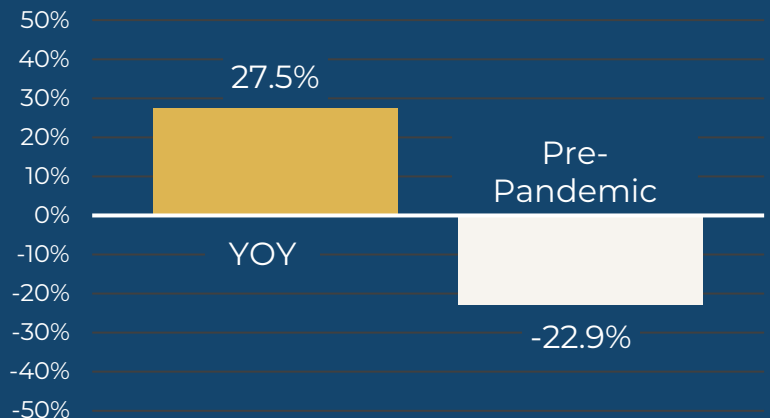
**Data from *Realtor.com* shows how much inventory has increased – it's up nearly 28% compared to last year (see *graph*).**

Even though inventory is below normal, it's improved dramatically in the past year. The best part is that experts say it'll grow another 10-15% in 2025.

That means you have more options for your move — and the greatest chance in years to find a home you love.

### The Supply of Homes for Sale is Growing, But Still Below The Numbers Seen in More Normal Years

*Percent Change in Inventory Year-Over-Year vs. Pre-Pandemic (2017–2019)*



Source: Realtor.com

## 3. Are Buyers Still Buying?

And last, if you're worried no one's buying with rates and prices where they are right now, here's some perspective that can help. While there weren't as many home sales last year as in a "normal" market, roughly 4.06 million homes still sold (not including new construction), according to the *National Association of Realtors* (NAR). The expectation is that the number will rise in 2025. But even if we only match how many homes sold last year, here's what that looks like.

- $4.06 \text{ million homes} \div 365 \text{ days in a year} = \mathbf{11,123 \text{ homes sell each day}}$
- $11,123 \text{ homes} \div 24 \text{ hours in a day} = \mathbf{463 \text{ homes sell per hour}}$
- $463 \text{ homes} \div 60 \text{ minutes} = \mathbf{7.7 \text{ homes sell every minute}}$

**Think about that. Just in the time it took you to read this, 8 homes sold.** Let this reassure you – the market isn't at a standstill. Every day, thousands of people buy, looking for homes like yours.



# How Home Equity May Help You Buy Your Next Home in Cash

*Building equity in your house is one of the most significant financial advantages of homeownership. And right now, homeowners nationwide are sitting on near-record amounts of it.*

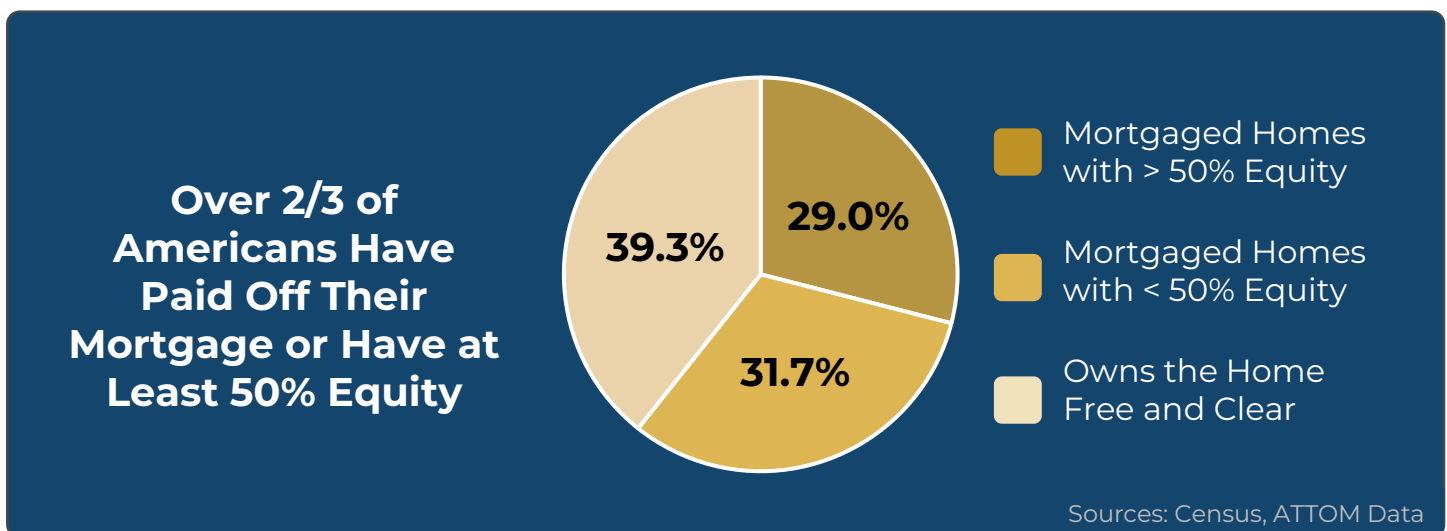
*Here's a look at how that equity could be a game changer for you and why it'll flip your perspective from "Why would I move right now?" to "Why wouldn't I?"*

## Home Equity: What Is It?

Home equity is the difference between your house's value and the amount you still owe on your mortgage. For example, if your house is valued at \$400,000 and you only owe \$200,000 on your mortgage, your equity would be \$200,000.

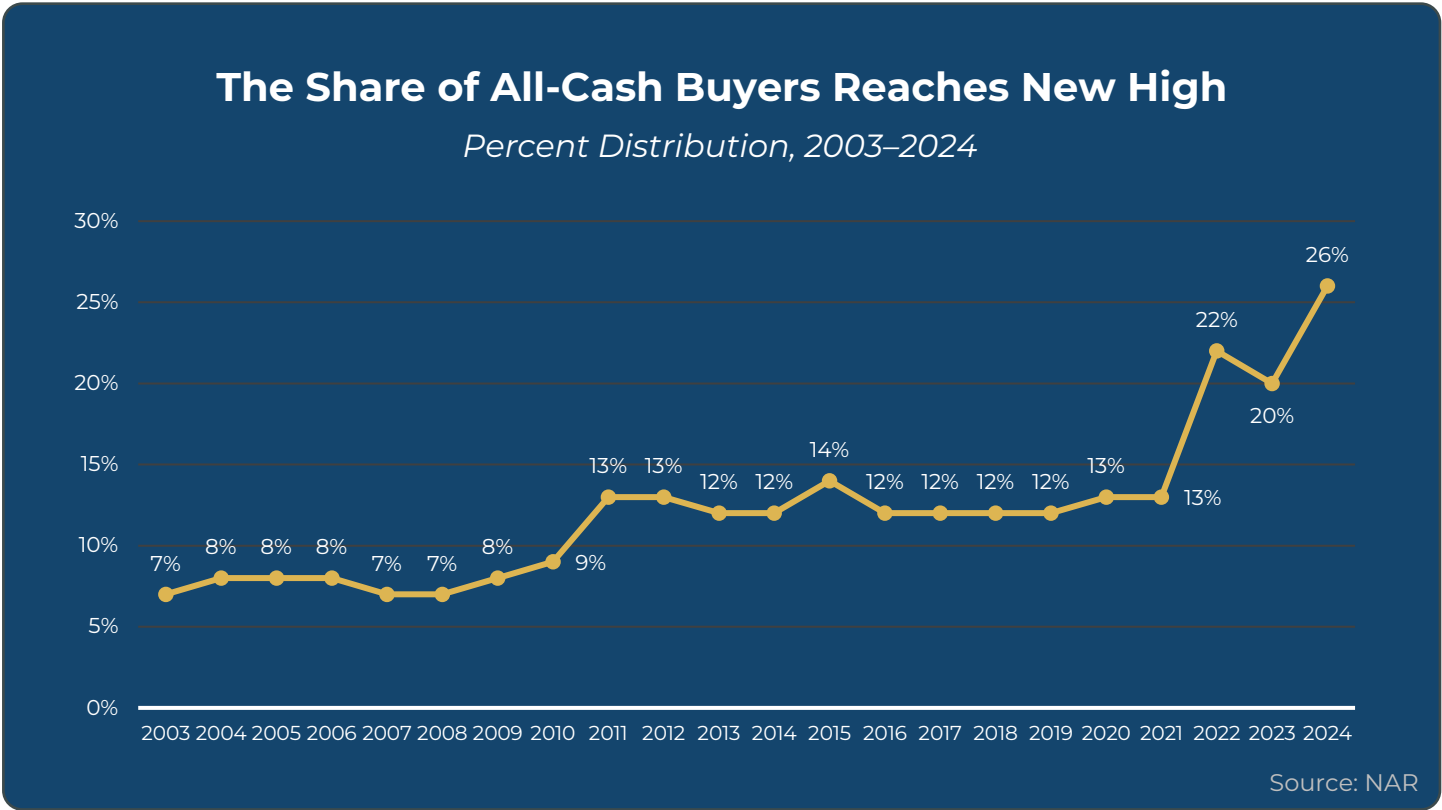
## Why Equity Is Such a Big Deal for Homeowners Looking To Sell

Recent data from the *Census* and *ATTOM* shows how significant today's home equity is. More than two-thirds of homeowners have either completely paid off their mortgages or have at least 50% equity in their homes:



That's a big deal. Think about it: 2 out of every 3 homeowners have at least 50% equity in their homes. To put a more tangible number on it, the *Intercontinental Exchange* (ICE) says the average homeowner with a mortgage has over \$319,000 in equity. That net worth can go a long way if you're trying to make a move.

That’s part of why the share of all-cash buyers recently reached a new high. According to an annual report from the *National Association of Realtors* (NAR), 26% of buyers were able to buy without a mortgage (see *graph below*):



Imagine buying your next house in cash—no mortgage, no monthly payment, and no interest rate to mess with. If you want to find out how much equity you have to see if that’s an option, connect with a real estate agent and ask for a professional equity assessment report (PEAR).

Who knows, you may find out you have enough equity to buy your next place outright — and with today’s mortgage rates, not having to take out a home loan is pretty incredible. Even if you don’t have enough equity to buy in all cash, you may still have enough to make a larger down payment, which has its benefits, too.

### Bottom Line

Homeowners have an extraordinary amount of equity today — and that’s why the share of all-cash buyers is on the rise. To see how much equity you have and talk through how it can help fuel your next move, let’s connect.





*... all cash purchases have increased in the last two years. These housing consumers owned a home, sold it, and then they could purchase their next property without a mortgage. The freedom to make this purchase was likely due to the large amount of housing equity they have earned as home prices have increased in recent years.*

Jessica Lautz  
Deputy Chief Economist and Vice President of Research, NAR



# Expert Forecasts for the 2025 Housing Market

*Are you thinking about moving and wondering what's in store for the housing market this year? What does it all mean for you if you plan to sell your house? Here's what the experts say lies ahead.*

## Will Mortgage Rates Come Down?

Everyone's keeping an eye on mortgage rates and waiting for them to come down. So, the question is really: how far and how fast? The good news is they're projected to ease a bit in 2025. But not by much. That means you shouldn't expect to see a return of 3-4% mortgage rates. And the other experts agree. They're forecasting rates could settle in the mid-6% range by the end of the year (see *chart below*):

### Mortgage Rate Projections

*30-Year Fixed Rate, As of 2/20/2025*

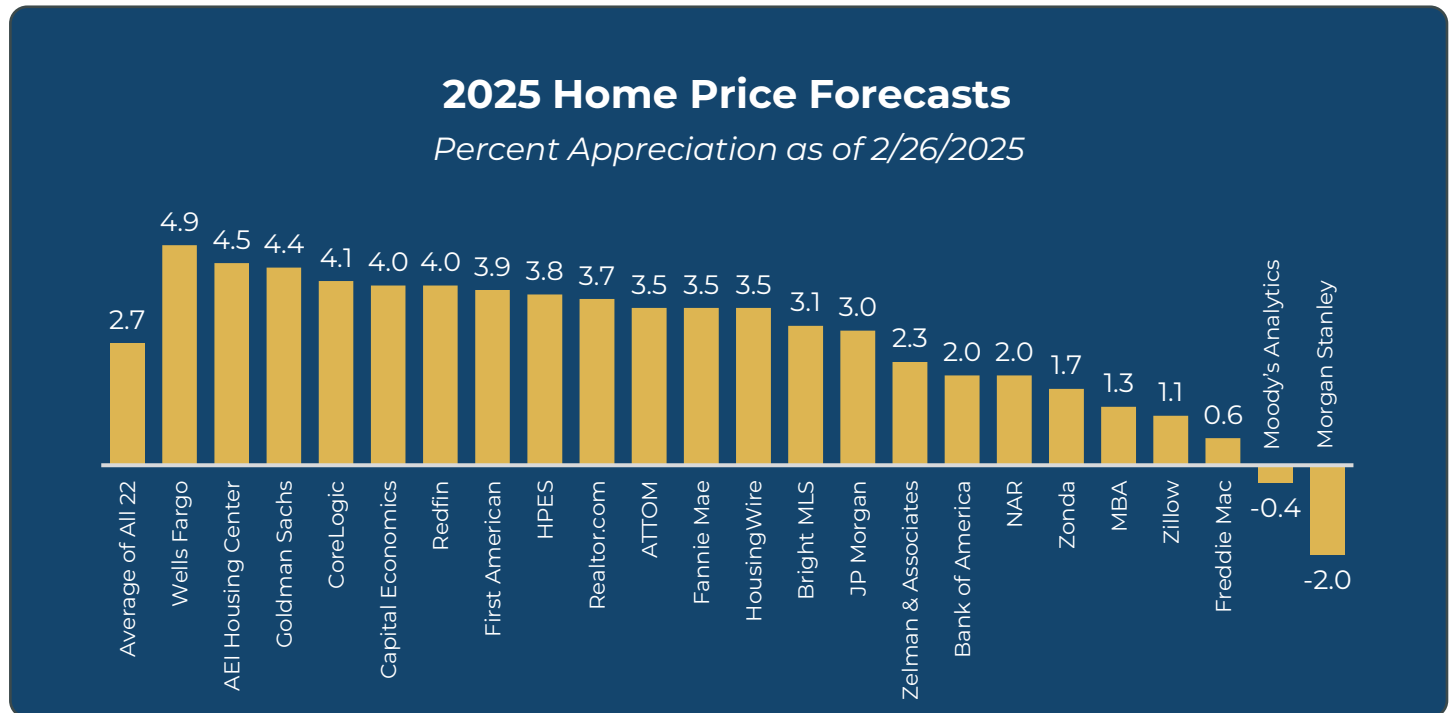
Quarter	Fannie Mae	MBA	Wells Fargo	Average of All Three
2025 Q1	6.90%	6.90%	7.10%	<b>6.96%</b>
2025 Q2	6.80%	6.90%	6.90%	<b>6.86%</b>
2025 Q3	6.70%	6.70%	6.65%	<b>6.68%</b>
2025 Q4	6.60%	6.50%	6.50%	<b>6.53%</b>

But you should remember, this will continue to change as new information becomes available. Expert forecasts are based on what they know right now. And since everything from inflation to economic drivers have an impact on where rates go from here, brace for some rate volatility. Don't get caught up in the exact numbers here and try to time the market. Instead, focus on the overall trend and that even a small decline can help bring down your future mortgage payment.



## Will Home Prices Fall?

The short answer? Not likely. While mortgage rates are expected to ease a bit, home prices are projected to keep climbing in most areas at a more normal, sustainable pace. If you average the expert forecasts together, you'll see prices are expected to go up about 3% in 2025, with most of them hitting somewhere in the 3 to 4% range (see *graph below*):



So don't expect a sudden drop that'll score you a big deal if you're considering moving this year. While that may sound disappointing, if you're hoping prices will come down, refocus on this. It means you won't have to deal with the steep increases we saw in recent years, and you'll also likely see any home you buy go up in value after you get the keys in hand. And that's a good thing.

Keep in mind, though, that the housing market is hyper-local, so prices will vary by area. Some markets will see even higher prices, and some may see prices level off or even dip a little if inventory is up in that location. In most places, though, prices will continue to rise (as they usually do).

### Bottom Line

Let's talk so you can get the scoop on what's happening in our area and advice on how to make your next move a smart one.



*Deciding whether to sell your house depends on your personal circumstances and the specific dynamics of the market in your area. If you need to sell now . . . an experienced local agent can guide you through the process.*

NerdWallet

Bankrate





# The 3 Biggest Mistakes Sellers Are Making Right Now

Having the right strategies and expectations is key if you want to sell your house. But some sellers haven't adjusted to where the market is today. As a result, those sellers make costly mistakes.

Here's a quick rundown of the 3 most common missteps and how partnering with an expert agent can help you avoid every single one of them.



## 1. Pricing the Home Too High

According to a survey by *John Burns Real Estate Consulting* (JBREC) and *Keeping Current Matters* (KCM), real estate agents agree the #1 thing sellers struggle with right now is setting the right price for their house. More often than not, homeowners tend to overprice their listings. If you aren't up to speed on what's happening in your

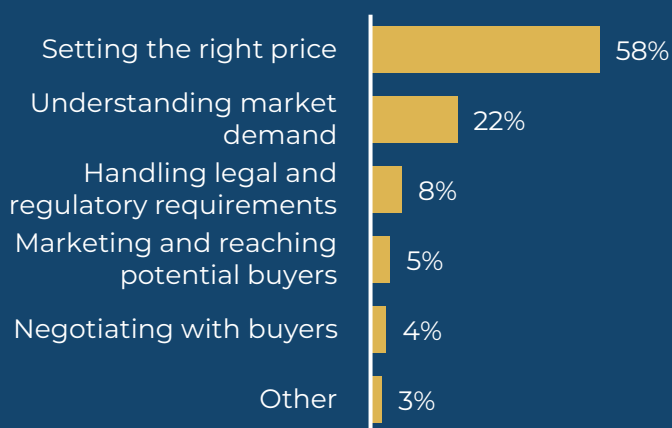
local market, you may give in to the temptation to price high so you can have as much wiggle room as possible to negotiate. You don't want to do this.

Today's buyers are more cautious due to higher rates and tight budgets, and a price that feels out of reach will scare them off. And if no one's looking at your house, how will it sell? This is precisely why more sellers are having to make price cuts.

To avoid this headache, trust your agent's expertise from day 1. A great agent will be able to tell you what your neighbor's house just sold for and how that impacts the value of your home.

### 58% of Agents Say Sellers Have the Most Trouble Setting the Right Price in Today's Market

*Top Issues Sellers Find Most Challenging in Today's Market*



Source: JBREC and Keeping Current Matters Real Estate Agent Survey

## 2. Skipping Repairs

Another common mistake is trying to avoid doing work on your house. That leaky faucet or squeaky door might not bother you, but small maintenance issues can be red flags to buyers. They may assume those little flaws are signs of more significant problems — and it could cost you when offers come in lower, or buyers ask for concessions. As *Investopedia* says:

***“Sellers who do not clean and stage their homes throw money down the drain. . . Failing to do these things can reduce your sales price and may also prevent you from getting a sale at all. If you haven’t attended to minor issues, such as a broken doorknob or dripping faucet, a potential buyer may wonder whether the house has larger, costlier issues that haven’t been addressed either.”***

The solution? Work with your agent to prioritize anything you must tackle before the photographer arrives. These minor upgrades can pay off big when it’s time to sell.

## 3. Refusing to Negotiate

Buyers today are feeling the pinch of high home prices and mortgage rates. With affordability so tight, they may come in with an offer that’s lower than you want to see. Don’t take it personally. Instead, focus on the end goal: selling your house. Your agent can help you negotiate confidently without letting emotions cloud your judgment.

At the same time, with more homes on the market, buyers have options — and with that comes more negotiating power. They may ask for repairs, closing cost assistance, or other concessions. Be prepared to have these conversations. Again, lean on your agent to guide you. Sometimes, a small compromise can seal the deal without derailing your bottom line. As *U.S. News Real Estate* explains:

*“If you’ve received an offer for your house that isn’t quite what you’d hoped it would be, expect to negotiate . . . the only way to come to a successful deal is to make sure the buyer also feels like he or she benefits . . . consider offering to cover some of the buyer’s closing costs or agree to a credit for a minor repair the inspector found.”*

## The Biggest Mistake of All? Not Using a Real Estate Agent

Notice anything? For each of these mistakes, partnering with an agent helps prevent them from happening in the first place. That makes trying to sell your house without an agent’s help the biggest mistake of all.



# Home Staging FAQ: What You Need To Know

You may have heard that staging your home properly can make a big difference when you sell your house, but is it really worth your time and effort? Here are a few quick FAQs that can help you decide.

## What Is Home Staging?

Staging is arranging and decorating your house to highlight its best features and make it as appealing as possible to potential buyers. Depending on your needs and budget, staging can range from simple touch-ups to more extensive setups.

## How Does It Help Me Sell My House?

Studies show good staging helps your house sell faster and for a higher price than an unstaged home.

### How Staging Your House Affects Your Sale



Staged homes sell **73% faster**



Offer prices can go up **between 1-5%**

Source: NAR



## What Are My Staging Options?

The most common is leaning on the \*right\* agent for their expert advice. They know what buyers like because they're always in showings and hear that feedback firsthand. That expertise is crucial to getting your house market-ready.

Full-service staging is another option if your house needs more hands-on attention. This is when you hire a staging professional or company to come in, make recommendations, and do the work for you.

## How Do I Know Which Option To Go With?

Your real estate agent will help determine what level of staging you need based on:

- **Market Conditions:** If the market is slower, going all in on staging can make your home more attractive to buyers. If the market is very active and homes are selling fast, you may be able to get by doing less.
- **Your Home's Condition:** If your house is vacant or has a unique layout, using a professional stager who can bring in the right furniture and accessories may help.
- **Your Budget:** If your budget is tight or your home only needs minor updates, your real estate agent can suggest simple DIY staging tips to help your home look its best.

### Bottom Line

Staging your house correctly can make it much more attractive to buyers, but it's not a one-size-fits-all solution. Let's discuss what your home needs to stand out and sell for top dollar.





# A Checklist for Selling Your House

Add these items to your to-do list as you prepare to sell your house. A real estate professional can provide other helpful tips based on your specific situation.

## Make It Inviting



- ☐ Open blinds or curtains to let the light in



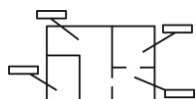
- ☐ Check lightbulbs and replace as needed



- ☐ Take down personal photos or items



- ☐ Declutter throughout



- ☐ Give every room a clear purpose

## Show It's Cared For



- ☐ Clean your vents and baseboards



- ☐ Vacuum, mop, or sweep floors



- ☐ Fix anything that's broken



- ☐ Organize cabinets, countertops, and closets



- ☐ Touch up any scuffs on the walls

## Boost Curb Appeal



- ☐ Power wash outdoor surfaces



- ☐ Wash the windows (inside and out)



- ☐ Tidy up the landscaping



- ☐ Freshen up your entry



- ☐ Sweep patios, decks, and walkways

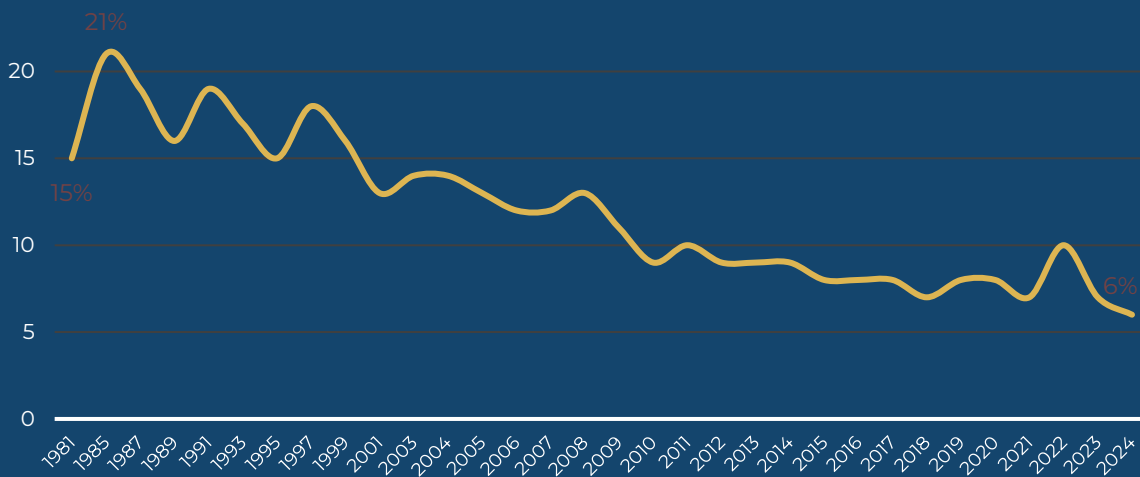
# Why More Sellers Are Hiring Real Estate Agents

*Putting your house for sale on your own – often called “For Sale by Owner” or FSBO – might be on your mind. But you should know it gets complicated quickly, especially in today’s complex market.*



That’s why data from the *National Association of Realtors* (NAR) shows a record low number are going the route of selling on their own (see graph below):

## The Percent of Homeowners Selling Without an Agent Has Hit an All-Time Low



Source: NAR

Instead, more and more homeowners are choosing to work with a real estate agent. And here’s why partnering with an expert is the go-to choice.



## 1. Getting the Price Right

One of the biggest hurdles when selling a house on your own is figuring out the right price. **It's not as simple as picking a number that sounds good — you need to hit the bullseye.** Price your home too high, and buyers may overlook your listing. If you price it too low, you could leave money on the table or even raise red flags about the condition of your home.

Real estate agents are experts at finding the right price for today's market trends. As *Zillow* explains:

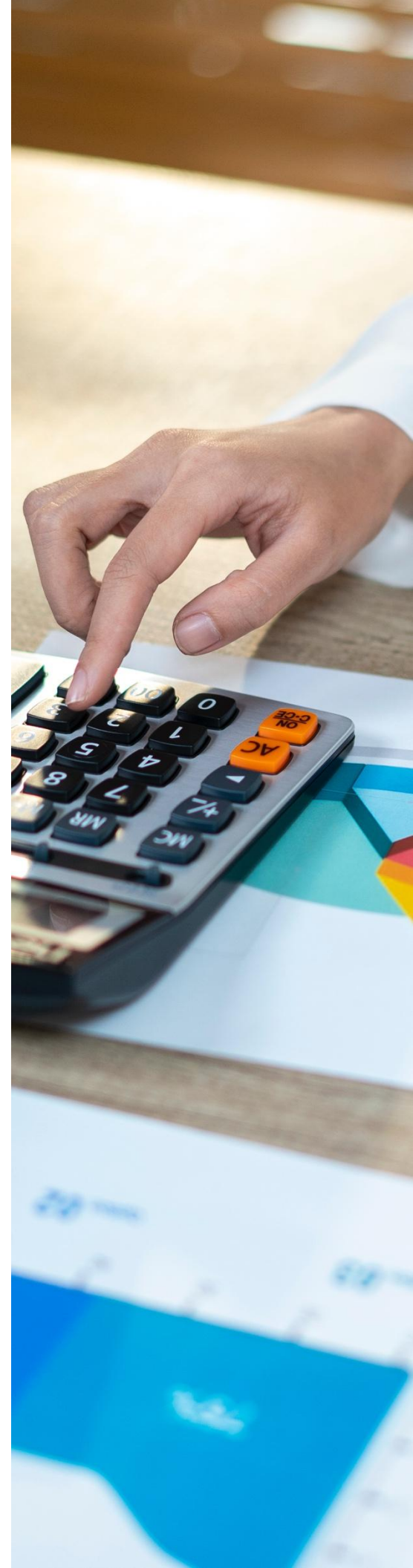
*"Agents are pros when it comes to pricing properties and have their finger on the pulse of your local market. They understand current buying trends and can provide insight into how your home compares to others for sale nearby."*

With their knowledge of the local market, buyer behavior, and what homes like yours are selling for, an agent will help you set a competitive price and draw in buyers. And it's that perfectly strategic price that'll set the stage for selling at top dollar.

## 2. Understanding and Managing the Legal Documentation

Another part of the process deals with a growing stack of paperwork, from disclosure forms to contracts. Each document must be completed accurately, and there are legal requirements to follow that can feel overwhelming if you're unfamiliar with them.

This is another area where an agent's expertise shines. They've handled these documents countless times and know exactly what's needed to keep everything on track. Your agent will guide you through the paperwork, ensuring it's done right the first time. With their help, you can avoid unnecessary mistakes leading to delays, legal complications, and more.



# Key Reasons To Hire the *\*Right\** Real Estate Agent When You Sell



## Industry Experience

We're well-versed in the housing market and know the ins and outs of the entire process.



## Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



## Pricing and Market Value

We help you understand today's real estate values when pricing your home or making an offer to purchase a home.



## Contracts and Fine Print

We help with all the disclosures and documents necessary in today's heavily regulated environment.



## Marketing and Exposure

We have effective marketing tools and networks to attract more buyers.



## Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.





*The complexities of the current conditions mean that, now more than ever, it's smart to lean on the guidance of an experienced local real estate agent. If you want to enter the housing market in 2025, whether as a buyer or a seller, let a pro lead the way for you.*

Bankrate

Merla Turner of *Great Missouri Homes* is a nationally honored marketer and realtor who has successfully marketed **millions worth of sold homes** in the Kansas City area. Her proprietary 'Turning Heads' system blends the best of traditional and cutting-edge digital marketing to radically increase the number of potential buyers who see your home and **help you profit the most from your home sale.**



*Merla Turner*





# Let's Chat.

**Do you have questions about something you read here or what to expect when selling your house?**

Whether it's related to the housing market or your specific situation, I've helped other homeowners move with confidence—and I can help you, too.



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