

3 THINGS TO KNOW When Selling Your Home

Whether you're moving up to a larger home, downsizing or relocating, selling your home can be both stressful and rewarding. A real estate professional is there to guide you, educate you and protect your interests in what is likely one of your largest personal assets. Here are three must-know things sellers need to be educated on today before selling.

Here are **three things to know** when selling your home:

- 1 Your local and hyper-local market conditions.** Housing markets differ dramatically from city to town to neighbourhood. Sellers today need to understand at a granular level, the state of their local market (city/area code), their hyper-local market (street/neighbourhood) and statistics like Average Days on Market, Months of Inventory, List to Sale Ratios, Comparable Listing and Sales Data and Buyer Demographics in your area, to mention just a few.
- 2 The pitfalls of overpricing your home.** Setting a list price for your home is an art and skill that takes a great real estate professional years to hone. The initial list price is key. If you price too high (to see what happens), you risk losing out on a multitude of pent up buyers who won't even consider your property as it's out of their price range and worse, your listing helps your competition sell faster.
- 3 Staging counts and impacts your bottom line.** According to the National Association of REALTORS®, for every \$100 invested in staging your home, the potential return is \$400. That's a 400% return for doing a few simple things to improve a buyer's first impression.

According to NAR, 91% of sellers partner with a real estate professional to sell their home. From market expertise, negotiation skills, agency representation to paperwork and reducing risk – working with a real estate professional is the single best decision you can make when selling one of your most valuable assets.

Sleepwell Realty Group Ltd., Brokerage

CONTACT US TODAY FOR A COMPLIMENTARY HOME EVALUATION.

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