



Three 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 keep in mind before selling.

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, 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.

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.

CONTACT US TODAY TO DISCUSS YOUR GOALS AND PLANS

