

## Preparing Your Home for Sale

Houses sell every day of the year *regardless* of the time of year, the weather *or* the type of Real Estate market. A “ready, willing and able” buyer can request a showing at *any* time, perhaps with little or no notice. *Any* buyer could be the one that brings the whole process to a successful conclusion!

Most sellers are *optimistic* initially: will today be *the* day? Their enthusiasm can change after a house sits on the market unsold *or* if it has been marketed several different times. It can feel like a roller coaster ride. Sellers should discuss any concerns with their agent. Doing the same thing over and over again and expecting different results makes *no sense*. Is there a *marketing* or a *price* issue? *Or both?*

Two thoughts to consider. First, *selling* a house is **NOT** the same as living in it! Showings may be *inconvenient* but they are essential. Few houses are sold “*sight unseen*”. Buyers want and need to see inside houses that interest them so they can review their options. A serious buyer may not be able to change their schedule or delay a buying decision to accommodate a seller. Denied appointments are *often* not re-scheduled. The *good news* is that we can stop showings once there is a signed offer.

Second, the MLS and Internet have changed marketing forever. Buyers can “see” *inside* houses without visiting or even proving they can buy it: do your *pictures* and *description* make them want to see inside? Is your information *accurate*, meaning that your house will appear in the proper “search results”? The number of actual showings is down because your “*initial* showing” takes place online so your information *must be accurate*. Showing appointments are more meaningful than in the past. Buyers are better *informed*: they make a *conscious* decision to see inside *after* looking online and they use the Internet to *eliminate* houses from their list. First impressions matter, *both* online and in reality!

One thing has not changed: the asking price is still the **#1 factor** buyers consider when *comparing* houses. It should be *consistent* with your location, features and condition. "Sellers determine the price; buyers determine the value". When you pick your price, you *choose* your competition. Can buyers find what you are selling somewhere else *for less* money or *get more* features/ condition for the same price?

Many sellers know their house too well. Some are overly concerned about minor things while others ignore bigger issues they are used to. I walk the entire property with my clients and discuss what I see in one of three ways: things not to worry about, things that may need to be addressed later and things to address sooner such as potential inspection, municipal and mortgage appraisal issues. Some repairs may add "value"; many will not. Some may help you sell quicker which is important if you are buying another house when interest rates and/ or prices are rising. A seller's budget is important. Feedback and the level of interest may help clarify items that concern buyers. My job as *your representative* is to keep you *informed*, to *communicate* with other agents, to *generate* showings and to *encourage* offers.

I look at a “listing period” as *evolving*: “day one” is only a “*snapshot*”. From that point I *fully expect* things to change: houses will come on the market, prices will change, some houses will sell, some will not sell and others will come off the market. Real Estate is *dynamic* in nature: one of my *primary responsibilities* is to evaluate the “evolving” market. I will keep you informed, make ongoing recommendations and assist you with responding to the market. Sellers are generally motivated either by *time* or *money*. Some may prefer a quicker sale while others will remain patient. One size does not fit all so, in addition to having a strategy that works *for you*, you need a REALTOR® on whom you can depend. We are your eyes and ears. My experience, training, education, knowledge and insight could be the *difference* you need. I would be happy to discuss your specific situation at your convenience.

**There is no time for inexperience, empty promises *or* false expectations!**

**HIRE WISELY: We are not “*all the same*”!**