

3 PRIORITIES WHEN SELLING YOUR HOUSE

1. Price Your House Right

When inventory is low, like it is in the current market, it's common to think buyers will pay whatever we ask when setting a listing price. Believe it or not, that's not always true. Even in a sellers' market, listing your house for the right price will maximize the number of buyers that see your house. This creates the best environment for bidding wars, which in turn are more likely to increase the final sale price. A real estate professional is the best person to help you set the best price for your house so you can achieve your financial goals.

2. Keep Your Emotions in Check

Today, homeowners are living in their houses for a longer period of time. Since 1985, the average time a homeowner owned their home, or their tenure, has increased from 5 to 10 years. This is several years longer than what used to be the historical norm. The side effect, however, is when you stay in one place for so long, you may get even more emotionally attached to your space. If it's the first home you purchased or the house where your children grew up, it very likely means something extra special to you. Every room has memories, and it's hard to detach from that sentimental value.

For some homeowners, that connection makes it even harder to separate the emotional value of the house from the fair market price. That's why you need a real estate professional to help you with the negotiations along the way.

3. Stage Your House Properly

We're generally quite proud of our décor and how we've customized our houses to make them our own unique homes. However, not all buyers will feel the same way about your design and personal touches. That's why it's so important to make sure you stage your house with the buyer in mind.

Buyers want to envision themselves in the space so it truly feels like it could be their own. They need to see themselves inside with their furniture and keepsakes – not your pictures and decorations. Stage, clean, and declutter so they can visualize their own dreams as they walk through each room. A real estate professional can help you with tips to get your home ready to stage and sell.

Bottom Line

Today's sellers' market might be your best chance to make a move. If you're considering selling your house, reach out to a local real estate professional to help you navigate through the process and prioritize these key elements.

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