

## *Closing the Deal: Tips for Selling a Home in a Balanced Market*



Although the soaring real estate market has finally come back down to earth, that doesn't mean home sellers can't get their asking price in this more balanced market. There have been a number of real estate cycles over the years that have produced proven strategies on how to speed up the sale process in a market like this:

**Price Your Home According to the Current Market:** Just because a house comparable to yours sold for a very high price last year does not mean you will be able to realize the same price when selling your home now. I can work with you to determine the appropriate, competitive listing price for your home based on current market conditions.

**Make Your Home More Marketable:** As the saying goes, you only get one chance to make a good first impression. When a buyer sees your house for the first time, a critical impression is made. You can maximize curb appeal by trimming trees, planting flowers and even rolling out a new lawn if needed. A fresh exterior coat of paint might also prove valuable. I can also provide tips on properly "staging" your home to make it even more attractive for buyers.

**Conduct a Full Home Inspection:** If repairs are required, it is a good idea to go ahead and fix the problems. Potential buyers will cast an extremely critical eye over your home and, in the case of having more houses to pick from, they may take a pass on a home that needs too many repairs.

**Be Thankful for Appreciation:** While price appreciation has slowed in some markets, it is important to remember the financial gains you have already made over the years through your home equity. According to the Office of Federal Housing Enterprise Oversight over the last five years existing homes in the U.S. appreciated more than 56%. The appreciation in our market has been considerably higher. It is important to factor in those gains when deciding if you've made an adequate profit on your home.

If you are thinking about selling your home, now is a great time to do so. As a powerful negotiator and marketer, I will do everything in my power to help get your home sold, for the highest possible price.

Call me today for expert representation of your real estate needs:



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