

Home Selling Tips

The peak home-buying season (February 1st to June 15th) may be behind us this year; however, there are still steps you can take to ensure a speedy sale. Setting the right price from the get-go is "The" most essential step to attracting buyers, followed by making the best first impression.

Here are some tips to help you sell your home as quickly as possible - even in the offseason.

- **Price right from the start.**

Sellers often think that buyers will want to negotiate no matter what. As a result, sellers often want to start the asking price high and eventually lower the price if the house doesn't sell. The reality is that if the house is priced correctly from the start, serious buyers (especially those accompanied by a knowledgeable realtor) will know the value and place an offer that is very close to if not the actual asking price. Failing to price at market value often results in slower sale – sometimes even at a lower price. As a reference, below is some data pertaining to a June 2018 market snapshot provided by Keller Williams Realty Group.

Town	Active	Sold	UC Last 30 Days	ABS Rate	Med. List Price	Med. Sold Price	SP/LP	DOM
Somers	91	152	17	5	\$505,000	\$500,000	98.02%	47

- **Enhance your curb appeal.**

This could mean planting flowers, painting the front door, or replacing an old mailbox. Driving into the driveway and walking through that front door sets the initial impressions and expectations for a potential buyer.

- **Clean, Declutter, and Depersonalize.**

The less things there are in the home, the larger it will look. If possible, remove knickknacks and excess/bulky furniture. Also take down family pictures, religious items, and political posters so prospective buyers can better envision themselves in the house.

- **Update the interior and exterior.**

New fixtures, fresh paint, and updated landscaping are all fairly easy and affordable ways to give your home a makeover.

- **Stage the house to show the rooms in the best way possible.**

If you have odd rooms with no obvious role, give them one. In my experience, professionally staged homes sold more quickly than those that weren't staged. The stager can remove old furniture and replace it with the latest and trendiest style. Just remember how we all feel when we walk into a staged model home!

- **Remove your pets or put them in a secluded area.**

- **Make the property easy to show.**

More people will be able to see your home if you have greater flexibility with showing times. Be ready for prospective visitors early in the morning, in the evening hours, and on weekends. Also, try to leave when the house is shown so would-be buyers can feel free to move about without feeling like intruders.

- **Make sure your listing is well marketed and advertised.**

This is usually your agent's service, but it's always better to double check. Even the best agents can make errors sometimes.

- **Ensure the listing has professional photography.**

Most homebuyers start their search online and decide which homes they want to see based on the photos. Don't be afraid to ask for drone shots as well. We live in a beautiful neighborhood, we might as well showcase it.

I hope you find this helpful. If you have further questions, please don't hesitate to reach out to me.

Stay tuned for our next topic:

Home Improvements to Maximize Return on Investment (ROI)