

REAL ESTATE NEWS UPDATE

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REAL ESTATE NEWS & TIPS

Selling Your Home Quickly: What Works and What Doesn't

Oftentimes, when listing your home for sale, you are hoping the process will go quickly. A swift sale is a good strategy for securing the best price, as homes that linger unsold on the market tend to become less desirable over time. So, how do you sell your home quickly and affordably? Many tips claim to help, but they often prove ineffective and counterproductive. To sell your home quickly for the most money, avoid the following approaches.

LISTING FSBO: You may have heard that a For Sale by Owner (FSBO) home can sell quickly without the need to pay a listing agent, but are you aware of several significant drawbacks? Data indicates that FSBO homes sell for 30% less than comparable agent-handled homes, and three out of four such homes sell to people the sellers already know—indicating this strategy may not work for sellers who don't have a friend or relative already interested in buying. Using an agent yields a higher sale price, even after accounting for their commission.

LISTING UNDER MARKET VALUE: Listing your home for less than market value may lead to a quick sale, but you lose money in the process. Pricing your home correctly requires an expert in the local real estate market who can make your home attractive to buyers without sacrificing value.

TRYING AN INSTANT BUYERS DEAL: An instant buyers deal involves selling your home to a real estate marketplace company like Zillow or Redfin. They buy low from you and sell high to someone else. Only about 1% of sellers use these instant buyer plans. While these plans can facilitate a quick sale, they come with a significant price cut, causing you to walk away with much less profit.

THE RIGHT WAY TO SELL YOUR HOME QUICKLY
To sell your home quickly, you need a dedicated approach and



a top local listing agent. As a leading real estate professional, I provide:

- ✓ **ACCURATE PRICING:** I leverage local market insights to price your home attractively without undervaluing it.
- ✓ **EFFECTIVE MARKETING:** I develop targeted listings to attract motivated buyers.
- ✓ **IMPROVEMENT RECOMMENDATIONS:** I advise on repairs and upgrades to boost your property's value and appeal.
- ✓ **HOME STAGING:** I create an inviting atmosphere to help buyers envision themselves in the space.
- ✓ **SKILLED NEGOTIATION:** I secure the best terms and highest possible price for your home.

Ready to sell your home quickly and for top dollar? Contact me today to start your journey toward a successful sale!

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Fall Home Prep for a Cozy Season

HVAC SYSTEM CHECKUP: Schedule a professional inspection. A well-maintained HVAC will prevent breakdowns and keep your home comfortable when cooler weather hits.

REPLACE WEATHERSTRIPPING: Improve energy efficiency by keeping warm air in during winter and cool air in during summer. This also helps control moisture levels and reduce heating and cooling costs.

ADD ATTIC INSULATION: Add more attic insulation if needed. Proper insulation lowers energy bills by retaining warm or cool air and helps control humidity, preventing moisture buildup and mold issues.



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