

Tips in Motion

I'm Selling my House. Where do I Start?

Locate a real estate agent that is very familiar with your area. That is the easy part. You want someone who communicates easily and follows up with you quickly, gives you honest feedback (not only what you want to hear) and provides you fair pricing based on your home's location, good comps and your home's condition. What you think your home is worth and what buyers will pay may be two different things. Be realistic.

Although you may not be able to change your location, you may be able to improve your home's condition to get a better price when selling. Repairs, updates, de-cluttering, cleaning and curb appeal are some of the areas that you may need to address. Are you aware that:

Homes that have **not** been updated will generally sell for an average of \$30,000 to \$50,000 less and often sit on the market month after month; some never sell at all. Do not neglect needed repairs. A buyer's inspector will most likely find it and you will need to make the repairs before the house is sold anyway. Even in a seller's market, homes that have been rehabbed can fail to sell for as long as six months to a year – all because a homeowner spent money on changes that don't make a "selling" difference.

It is all about what appeals to the broadest number of buyers and not what you personally like.

Rehabbing more than pays for itself: it is an investment, not an expense. For every rehab dollar truly needed but not invested, the market will pay two dollars **less** in price. So doing the work "before" trying to sell it is smart marketing. Just ask your real estate agent. You get a quicker sale and may be able to sell at the higher end of your market. This is not the time to experiment. Nothing takes the place of an experienced specialist in the rehabbing field.

We know what not to waste your money on. And we know what will make a serious marketing difference – what appeals to today's homebuyers. We specialize in trends that sell in the Triangle area. Also, really important: we have the reliable resources to do the improvements needed on your house. ***Sometimes for less than your first price reduction!***

Contact us today to get a "Prehance™ Evaluation" before you begin getting that house ready to sell. It's a small price to pay to get it done right. Please visit our website, www.homesinmotion.org for more information and additional tips and articles to help you in various facets of your life.

We Bring Your Home's Best Features Forward!



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