

# THREE TIPS FOR SELLING YOUR HOME FAST

## 1.

### KNOW YOUR LOCAL MARKET

Across the country, we're still in a seller's market, and price gains are slowing. But it's important to look at local conditions, right down to the homes that just sold down the road, when selling your home. We can determine your Smart

Home Price, an estimated home value that will appear on national real estate sites

where most homebuyers will first find out about your home. Check your Smart Home Price, and reach out if you'd like to discuss it further or make changes to the value.

**SMART HOME PRICE**

## 2.

### FOCUS ON THE FIRST FEW WEEKS



In today's market, buyers don't have a ton of inventory to look over. So when a home lags on the market, buyers often become suspicious.

That's why the first two weeks are the most important for sellers, even if you aren't in a rush to sell your home. Together, we can determine the "sweet spot" for your asking price — high enough that you get what you need to move on, but low enough that buyers bite early on. Then, we'll determine the best marketing strategy to pull in early showings and quick offers.

## 3.

### THINK LIKE A BUYER

More than 9 in 10 buyers will search for homes online, so buyers in your area will know what features are standard in homes like yours. Before you list, look up local homes and see what kind of condition they're in. Do they all have updated, modern kitchens? Open floor plans? Perfectly staged rooms?



Now think realistically about how your home compares. If it stacks up, then you should have no problem selling within the same price range as those homes. If your home could use a lot of work, then we'll have to work together to find a fair price for the property. We can also make some inexpensive visual fixes, like replacing hardware or light fixtures, painting bold rooms, and staging the home so it appears more neutral to buyers.

And remember, if your home is in better condition than most around you, you can edge the price higher, or wait for multiple offers to roll in!

[www.SmartHomePrice.com](http://www.SmartHomePrice.com)