

***“Don’t waste time floating a high price out there just to see if you get a nibble”
—Consumer Reports.***

In a pair of articles appearing at www.consumerreports.org, this not-for-profit consumers group offered some advice for home sellers. REalMARKABLE is displaying information from their articles here in bullet fashion for you.

- “Today it’s all about price. Homes sell most quickly if they are put on the market at a price that’s just a bit lower than those of similar homes in the area.”
- “You have to stay more current than in the past, so your broker should show you the prices of comparable homes that have gone into escrow in the past month, not three months ago.”
- One article suggests that if you don’t get an offer within 4-6 weeks then you should drop your price 4-6 percent. REalMARKABLE thinks that all depends on your needed time frame to sell, and the typical time homes take to sell in your area. You may wish to read **“What Really Makes a Home Sell”** for a much better idea of what really makes a home sell.
- The articles acknowledge that 80 percent of people selling or buying a home use the internet to get information and advice to help them. As such, they suggest sellers using “round” numbers for an asking price. REalMARKABLE thinks this makes perfect sense and will help to maximize your home’s exposure in the market. Instead of pricing your home at \$349,000, price it at \$350,000. This way if someone searches a price range of \$300,000 to \$350,000—and if someone else searches \$350,000 to \$400,000, your home shows up on both searches. At \$349,000 you would have only showed up on one search. Good idea!
- Pick the Right Improvements. The CR articles talk about preparing your home for sale, doing repairs, staging the interior, and creating curb appeal on the outside. Please see the REalMARKABLE article **“Does Staging Your Home Really Help it Sell?”** for even more complete information than what was offered in these articles. You may also wish to read **What is a Real Estate Marketing Company?** before you spend any

time and money on preparing your home for sale.

- Consumer Reports suggests that you look for listing options and consider everything from an exclusive right to sell agreement to an exclusive agency listing to an open listing. REaIMARKABLE suggests that you go even further than that when considering options for selling your home. Please do see our **Home Selling Choices** for stuff Consumer Reports never even imagined being available!
- Consumer Reports suggests that sellers talk to more than one broker and compare their fees, their advertising strategy, and if there are any additional hidden fees like transaction costs. REaIMARKABLE offers all of this information and so much more at our **Home Selling Choices**, at **Compare REaIMARKABLE to Other Brokers**, in the **About US** section of our webpage, and certainly throughout the many articles here in our **Understand the Changing Real Estate Market** section. Please look through everything here and you'll understand that we are giving you up front everything Consumer Reports suggests you ask about and sooo much more.
- Be prepared to negotiate incentives like paying buyer's closing costs, and also "be prepared for hardball negotiating." Additionally you may want to offer a home warranty to cover things that may go wrong with the home after closing. A lot of buyers barely have enough money to close on a home, and replacing a furnace that dies could put them under.
- Adjust your sales strategy as quickly as the market is changing, or even try to get "ahead of it". Monitor your market often and be ready to adjust your strategy to beat out your competition.