

Creative Selling Beats The Competition To The Best Buyers In Today's Market

If you're getting ready to sell your home, news reports of a buyer's market, slower home sales or foreclosures may not sound encouraging. The good news? You're not really competing with the entire world — you're competing with your neighbors!

Remember: All real estate is local. What's happening nationally, in other regions or communities, has little relationship to our local real estate micromarket, which has a buyer demand, housing supply, location and amenities that are unique to our area.

To sell quickly today at the best price, you must show buyers that your home offers better *value* than competing neighborhood homes. Accomplishing that in a buyer's market calls for a fresh, creative approach.

Price Right From The Start

Many home sellers are tempted to start their home sale

with the highest listing price they could hope to get. Unfortunately for sellers, today's buyers are more educated about home values than ever before — and they're comparison shopping. In a buyer's market, a creative strategy is setting your home's price at the lower end of its market-value range, maybe even below neighborhood comparables. This attracts pent-up buyer attention fast and generates competition that could result in a full-price (or higher) offer.

We'll be happy to conduct a comparative market analysis (CMA) to determine the best listing price for your home.

Maximize Visual Appeal

To sell a home in today's market, you'll need to accomplish the basics:

- Create curb appeal.
- Clean everything.
- Declutter.
- Remove personal items such as family photos, toiletries, etc.
- Paint inside and out, as needed.
- Clean carpeting or recarpet, as needed.
- Update fixtures.
- Repair anything not working properly.

Once you've paid attention to the basics, you can turn your energies toward more creative strategies.

- **Hire a professional to "stage" your home.** Using proven design techniques, "stagers" rearrange furnishings to best complement a home's unique features.
- **Add fresh flowers** for scent and color in rooms throughout the home and, weather permitting, in flower beds and pots outside.
- **Decorate dining tables** with beautiful cloths or placemats and full place-settings to emphasize the entertainment possibilities of the space.

- **Focus on first impressions.** Pay special attention to the front-door area outside and the area a buyer first sees upon walking inside every room.

Get The Word Out

Having your agent include your home in the local multiple listing service is important, of course, but you can do other things yourself to turn up the volume on your home-sale announcement.

- **Make sure your home's property flyer highlights the unique and attractive aspects of your home:** upgrades to structure or systems; new appliances; energy-saving features; landscaping; etc. Consider a map showing proximity to public transportation, parks, schools, supermarket and so on. Include a floor plan showing location and sizes of rooms, so buyers can plan how their furniture might fit.
- **Use your e-mail signature** to promote your home sale. Even if recipients aren't interested, they may know someone who is.
- **Inform your most likely buyers** (first-timers, young families, empty nesters, retirees, etc.) through

Check Out The Competition

Even before listing your home, as your agent we will help you find out about the other homes for sale in the neighborhood (or building, if you're selling a condo or co-op). We can show you listings to compare features, and you can go online to view photos and virtual tours. Even better, drive by or visit competing homes to find out about any other features or considerations that might make your home look better (or worse) by comparison. Think like a buyer.

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