How To Sell Your Home In A Changing Market

Feeling paralyzed by the ever-changing housing market?

> No matter what uncertainties are at hand, you can still sell your home at a great price.



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With the right amount of preparation and guidance, selling your home in a volatile market is possible. By applying these essential steps, you'll set yourself up for home-selling success!

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Determine Your Home's True Market Value

You might think you know what the best price is for your home, but in a slow or shifting market, price points vary. Before setting a price, you should:

- Study recent home sales in your neighborhood
- Consider the condition of your home
- Stay up to date on real estate news
- Get a second opinion from an agent

Since overly-inflated pricing is one of the top reasons homes fail to sell, it's important to be realistic about the price within the current market conditions.





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Market Your Home The Right Way

Having an effective marketing strategy upfront will get the most views on your home in the shortest amount of time. A market-expert real estate agent can do this for you, ensuring your home is seen, shown, and sold.

Make sure your agent markets your home through these essential methods:

- Google
- Single property websites
- Sign riders with text code
- YouTube videos and virtual tours
- Short-form videos
- Social media
- Email marketing
- Direct mail

Many homeowners underestimate the amount of marketing that goes into selling. And in a changing market, this step takes priority!





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Prioritize Home Inspections Early

In a turbulent market, necessary sellers' steps can get overlooked in an attempt to save some money. Don't neglect this step!

Many buyers feel uncomfortable investing in a new home if there hasn't been a proper inspection. The home could have termites, water damage, or other unforeseen problems new homeowners should be aware of.



It's best to get home inspections completed early in the selling process so you're not rushed to fulfill necessary repairs last minute. There's nothing worse than finally finding interested buyers only to scare them away with a lack of inspection!



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Improve Curb Appeal

Other than price and condition, the curb appeal of your home can make or break its potential to sell. Depending on how the market is right now, there might be some minor (or major) changes required to appeal to more buyers in your area.



Understanding current conditions can help you and your agent determine what amount of curb appeal you need to improve. For example, you may need to target property investors at this time or it might be wiser to sell to new buyers.

Another tip: curb appeal is essential for positive first impressions, especially on internet listings! Homes with a neglected, lackluster appearance can repel eager buyers. To get clicks and offers, you need to spruce up your home's looks.



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Ready to sell your home? Don’t let the current market get you down. As a trusted agent, I help homeowners of all backgrounds sell even through the most worrisome market times. Let’s see what we can do to make the most of your home’s place on the market! **Give me a call!**

Get Your FREE Home Value Update at : BarbaraJ.15SecondHomeValues.com



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