

## "WAIT FOR SPRING TO SELL"

Odds are you've heard that the best time to sell your house is in the spring, because that's when the buyers are out and about. But with the current state of low inventory, coupled with historically low interest rates, this winter is likely to be a great time to consider putting your home on the market. Talk to your REALTOR® about the perks of listing in winter.



## "SET A HIGH PRICE"

This is usually followed by, "You can always come down if you need to." If you want to "test" the market by setting your price above market, it may backfire. An overpriced home could sit on the market for weeks – or months – and potential buyers may see this as a red flag and wonder what is wrong with the house.



# HOME SELLING ADVICE

## YOU SHOULD

## IGNORE!

People who have sold a home are usually ready to offer advice when friends and family are getting ready to sell. However, market conditions can change rapidly and tactics that worked just a couple of years ago may already be outdated. Here are three bits of advice you should pass on in today's market.

## "SELL YOUR HOME AS IS"

As recently as just a few years ago, sellers were often told not to invest too much into remodeling, as buyers would want to customize themselves. Well, not only has the market changed, but so have the buyers. Not updating your home may put you at a disadvantage with comparable homes that have made small updates – new appliances, neutral paint, etc. Overall, if you want a premium price for your property, it should look the part.



Want other tips on the best way to sell and market your home?

## LOOK NO FURTHER THAN YOUR REALTOR®!

Call him or her today to discuss how to prepare if you're thinking of selling soon.

Source: Realtor.com

REALTOR NAME

PHONE NUMBER | WEBSITE

