



TOP 7 TIPS

TO ATTRACT THE BEST OFFERS FOR YOUR HOME

Not long ago, home sellers were in their heyday, as historically-low mortgage rates triggered a real estate buying frenzy. However, it's no longer as simple to sell a home. Higher prices and rates have pushed homebuyers to their limits of affordability.

The reality is, home inventory remains low, so most properties will still sell with some basic prep and a good real estate agent. But owners who go the extra mile are more likely to sell faster and for a higher amount.

If you have plans to sell and want to net the most money possible, this list is for you. Here are our top 7 strategies to attract the best offers for your home.

1. UNDERGO A PRE-LISTING INSPECTION

Ordering your own pre-listing inspection shows buyers that you're committed to a transparent transaction. And in most cases, it's better to know about and address issues upfront than to find out later, when it could cost you more in the form of concessions, a delayed closing, or a canceled sale. We can help you decide if a pre-listing inspection is right for you.

2. CONSIDER STRATEGIC UPGRADES

Certain upgrades can help boost your sale price. For example, refinishing hardwood floors brings a 147% return on investment and new garage doors typically pay for themselves.¹ But before you make any changes, reach out. We know what buyers in your area want and can help you decide if an upgrade is worthwhile.

3. HIRE A HOME STAGER

According to the National Association of Realtors, 53% of seller's agents say staging helps homes sell faster and 44% of buyer's agents see higher offers for staged homes.² There's plenty of strategy behind the process, so it's smart to consider a professional. Reach out for a local referral.

4. EMPLOY A COMPETITIVE PRICING STRATEGY

We'll run a comparative market analysis (CMA) to help us determine an ideal listing price based on the amount that comparable properties have recently sold for in your neighborhood. Combined with our local market insights, we'll use it to set a price that will attract the best offers while maximizing your profit margin.

5. OFFER BUYER INCENTIVES

Incentives are especially helpful in the current market, when many buyers are struggling with affordability. Options that can pay off include: buying



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down their mortgage rate, offering closing cost credits, paying HOA fees, or including furniture or appliances in the sale. We're happy to talk through the incentives that make sense for you.

6. USE A PROVEN PROPERTY MARKETING PLAN

Buyers who don't know about your house can't make an offer. That's why we utilize a multi-step marketing approach that starts with identifying your target audience, effectively positioning your home in the market, and communicating its unique value. Reach out to discuss how we can generate interest and offers for your home.

7. WORK WITH AN AGENT WHO UNDERSTANDS YOUR AREA

We have our fingers on the pulse of the local market because we're working directly with sellers like you. We also represent local buyers who are active in the market, searching for homes like yours. That puts us in an ideal position to help you price and prep your home for a quick sale and maximum profit.

LET'S GET MOVING

Sources: 1. National Association of Realtors 2. National Association of Realtors

Are you ready to get a great offer for your home? Our multifaceted approach can help you maximize your real estate returns. Reach out for a free home value assessment and customized sales plan to get started!

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