

Know the Local Market when You Sell

Are you thinking of selling your home this year? If so, you might be paying extra attention to housing market news covered by the regional and national media.

While that news can be helpful information, it can sometimes say little about what's happening in your particular neighbourhood. In fact, it's possible for there to be a balanced market nationally or regionally, while at the same time your street may be experiencing a hot seller's market!

That's why it's important to understand what's happening in your local "micro" housing market when you're selling your home.

What do you need to know about your local real estate scene? Here are a few questions to ask yourself:

- Is our neighbourhood a seller's, buyer's, or balanced market right now?
- If we list our home this month, will there be any competing listings in our area? If so, how many?
- How long is the average listing in our area taking to sell? A week? A month?
- How much are properties like ours in the neighbourhood selling for?
- How desirable is our neighbourhood? How many buyers are actively looking to move here?



Are there currently buyers eager to purchase a home like ours?

- What are the demographics of buyers looking to buy in our neighbourhood?
- How important is it to fix up and stage my home if I decide to sell?

Getting these local insights will be far more helpful than the national news when you put your property on the market. So, find out what's happening right here, in your neighbourhood.

How do you do that? Call me today.

Showcasing the Unique Features of your Property

Imagine you're at the grocery store shopping for oranges. Two brands are available: the "Amazing Orange" and the "Super Orange." Which would you choose to buy?

Chances are, you wouldn't decide based on their similarities. For example, since both oranges contain vitamin C, using that as a buying criteria wouldn't help you choose between them. Instead, you would probably look for *differences*. What does one brand have that the other does not? Maybe one is less expensive, organically farmed, or is seedless!

When people make buying decisions, they often look for differences.

So, if you're thinking of selling your property, highlighting its unique and desirable features — its differences from comparable homes — is crucial.

How do you do that?

The first step is to make a list of those special features you want buyers to notice. Those might include a new and spacious deck, extra high ceilings, a finished basement, move-in readiness, and other characteristics.

Next, you want to make sure those features are emphasized in marketing materials and when staging your home.

There are many ways to emphasize features through staging. For example, if the deck is a desirable feature, ensure it's well-lit in the evenings (for after-dusk viewings.) Also, make it easy to see when buyers are in your home, by having the curtains pulled back. You may be able to explore other ways to ensure buyers notice and appreciate the deck too.

Differences make a difference! Show them off when selling.

Think, Act... Live!

"The most common way people give up their power is thinking they don't have any." *Alice Walker*

"If you're working on something you really care about, you don't have to be pushed. The vision pulls you." *Steve Jobs*