

Will You Need to Lower your Price to **Sell your Home Quickly?**

If you want to sell an item quickly—say, a couch—you can post it online, stick a super-low price tag on it and, chances are, it will be gone by the end of the day.

So it's understandable that some people think the same thing applies when selling a home. Indeed, if you need to sell your property quickly, you might assume that setting a low listing price is the best way to make that happen.

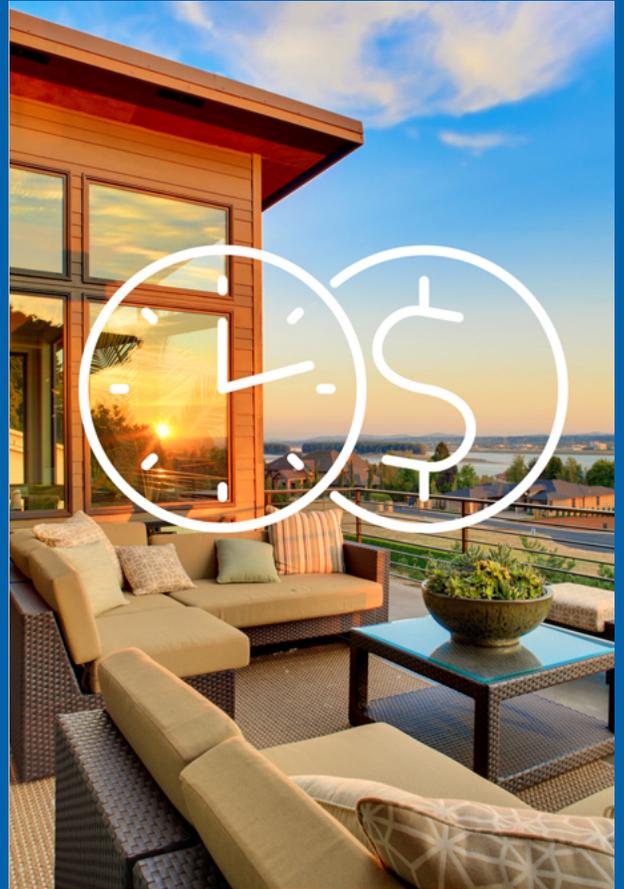
But that isn't necessarily true.

The fact is, the list price is only one of many factors that determine how quickly your home will sell—and for how much.

For example, if your home is in high demand at the moment—given its characteristics, neighbourhood, move-in readiness, and overall desirability—then it may sell quickly at its current market value or even a little higher.

On the other hand, if the market is more of a buyer's market, setting a list price that will attract qualified buyers to your home, and away from comparable listings, may be important. But that doesn't necessarily mean you need to low-ball the price.

Keep in mind there are many other things that can help get your property sold quickly, such as how skillfully your listing is promoted and marketed, how well your home shows to buyers, and how flexible you are with your closing date.



When You Can't Paint Them All: Prioritizing Rooms



As you may know, a fresh coat of paint is an inexpensive way to make your home look great to buyers. But, what if you don't have time to paint the entire place? Here are three areas you

should prioritize—and one you can potentially ignore.

1. Rooms with bold colours. A red bedroom and orange walk-in closet likely won't appeal to everyone! Replacing personalized colours with a neutral colour scheme will present buyers with a "blank canvas" to which they can add their own personal touch.

2. Kitchen. When buyers view your home they linger in the kitchen, which makes it a key selling point. A new paint job will instantly make the space

look cleaner and more inviting.

3. Interior doors. These become worn due to being touched multiple times a day, yet are often overlooked when painting. A new coat of paint on key doors, such as those for bedrooms and washrooms, can make a significant impact on the look of your home.

By the way, you may be able to pass on painting exterior doors. They're often coated with a durable weather-resistant enamel and don't usually need more than a good wash.

Think, Act... Live!

"Home is the place where, when you go there, they have to take you in." [Robert Frost](#)

"Life isn't about finding yourself. Life is about creating yourself." [George Bernard Shaw](#)