

FACTORS IMPACTING THE SALE OF YOUR HOME

- **LISTING PRICE:** The single most important factor in the sale of your property is price. Pricing your property competitively will ensure the timely sale of your home. The value of your property is determined solely by what a buyer is willing to pay in today's market. The first few weeks are a critical stage of initial market exposure. Your property will generate the most attention and showings in the first few weeks it is on the market, therefore it is important to price it right from the beginning.
- **LOCATION, LOCATION, LOCATION!!!** As the rules of real estate go, location is everything. Many buyers have a specific location in mind when searching for a new home. Unfortunately, this factor is out of our control.
- **CONDITION:** The better the condition of your home, the higher price it should bring and the faster it should sell.
- **COMPETITION:** With a large number of comparable properties for sale, there is more competition for buyers. A large inventory of similar properties in a specific area makes our job more challenging.
- **MARKETING PLAN:** By exposing your property to the broadest possible audience through a coordinated marketing plan you'll have a better chance of attracting a qualified buyer.
- **SALES TERMS:** Flexibility in negotiating the terms of your agreement (closing date, points, seller paid closing costs, appliances, home warranty, etc) enhances the ability to sell for the best price quickly.
- **ECONOMY:** The economy affects the sale of your property through interest rates and consumer confidence. Changing demographics also impact the real estate market by changing the supply and demand of available housing.



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