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MISTAKES TO AVOID When Selling Your Home

Whether you're moving up to a larger home, downsizing or relocating, selling your home can be both stressful and rewarding. If you've been through the process before, you may think you're ready to take on the home-selling procedure on your own, but even seasoned sellers can make mistakes that impact their bottom line.

Here are **three mistakes to avoid** when selling your home:

- 1 Not understanding the current local and hyper local real estate market.**
Housing markets differ widely even within the same city or suburb. Sellers need to understand how much other homes of comparable size and age have sold for, how many other similar homes are on the market, how long they stay on the market, and what features buyers are looking for in your area. In addition, there are several other potential factors such as upcoming developments or community changes that may impact values.
- 2 Not understanding the importance of pricing right from the start.**
Pricing your home right from the start results in more showings, more offers, and ultimately more money for your home. However, it is an art that requires expertise, in-depth research, and old-fashioned street smarts. Price too low, you risk not getting as much as you can for your property. Price too high, you risk losing potential buyers who may think your property is out of their price range, meaning you simply help your competition sell faster.
- 3 Not understanding the power of staging.**
Staging is styling and furnishing a home for sale to increase its attractiveness to buyers. According to the National Association of Realtors, 82% of buyers cited staging made it easier for them to visualize themselves in the home. Staging often results in a faster sale of the home at a higher sale price in less time.

**TO HELP AVOID THESE MISTAKES BOOK A
FREE CONSULTATION WITH ME TODAY!**



Let's Get Started with a free Consultation!

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