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ASK AN AGENT: Like the game show, seller wins when the price is right THE BASICS OF BUYING AND SELLING

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For the Journal-Constitution

This week we spoke with **Scott Eaves**, associate broker with Keller Williams Realty/Atlanta Classic.

Q: What will it take to sell my house?

A: Selling in today's market is about price, price, price. It's critical to price your property correctly right at the begin . Depending on the neighborhood, it should be priced at or below market, and you should consider price reduction sooner rather than later.

Q: How do I determine price?

A: Pricing has to be based on the features and condition of the property. If every house in the neighborhood has a renovated kitchen, you can't be asking the same price if yours hasn't been updated. As a matter of fact, a kitchen renovation will get you just about as much money back as you put in, and it may sell your home quicker.

Q: Are there quick fixes?

A: Updating could be as simple as painting the [kitchen] cabinet fronts and changing out the hardware. Or maybe need to change out your appliances. Bathrooms are a different issue . . . That vintage 1950s bathroom tile may be your 1950s ranch . . . But if you're in a 1980s two-story traditional, that tile may be outdated and an upgrade may I needed. Quick fixes could include changing out the sinks and toilets, putting in new hardware and towel bars, a th cleaning, painting and sprucing up the tile and grout.

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