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A Buyer's Perspective!

Getting your home ready for sale today takes a little more work than it did just a year ago, or even a few months ago! You've got to look at things from the home buyer's perspective and stay up to date on pricing in your local housing market.

There are some techniques you, as a homeowner, can use to change the way a buyer views your home.

Home buyers can pick and choose from a wide variety of homes on the market. They are a lot more thorough with their searches, so as a home seller be prepared for that. Home buyers can get a great house at a great price right now, so you, the home seller, must differentiate yourself from the competition.

Set a realistic price.

Keep in mind, **the value of your home is what the buyer will pay**. Some of the factors which affect their perspective are local characteristics like commuting time, job opportunities, housing supply, school systems and more. Sellers should stay realistic and set the price with a REALTOR® who can help determine which factors are at work in a given marketplace.

Remember, if you're on a short time line to sell, or if your home needs numerous repairs, this will affect your pricing strategy.

All Out Marketing.

A successful marketing plan is no longer just a newspaper ad and a listing on REALTOR.com.

Explore innovative and creative marketing techniques that make home buyers aware of your home. Photos, virtual tours and web presence are essential. By using virtual home tours and concentrating on well-lit, high quality digital photos for website listings you can give your home a chance to be noticed by the increasing majority of home buyers who turn to Internet listings, with photos, first.

Looking Good.

Home buyers will look for the least expensive home in the best neighborhood they can afford. The goal is to make your home the best value in the area. Stage your home to maximize space and give home buyers a chance to see themselves in your home. Cosmetic improvements like paint, wallpaper, and yard clean up, are good low cost investments to make a home generally more appealing. If you have the money, mechanical repairs should be completed to ensure that all systems and appliances are in good working condition. Well functioning heating and cooling systems are required to get a top price.

Entice Home Buyers with Curb Appeal.

As beautiful as the inside of your home is, it's no use if prospective buyers don't want to enter. Curb appeal sells 49 percent of all houses, whether you have a townhouse, condo or detached home, according to the National Association of REALTORS®. Replacing light fixtures, removing dead leaves and removing snow and ice from walkways and drive are easy and inexpensive ways to entice buyers during the winter months. If you're unsure of what a home buyer is looking for, ask friends and neighbors for a fresh perspective, or take a picture from across the street and look at it carefully.

Put those letters together and spell **SALE!**

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