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SELLER'S GUIDE

SCAN FOR A LOCAL MARKET UPDATE!



REALTOR® EQUAL HOUSING OPPORTUNITY

eXp® REALTY

Questions You May Have When Selling

Thinking About Selling? Here's What You Need to Know

If you're considering selling your home but feel unsure if now is the right time, you're not alone. Many homeowners have questions about the current market and whether moving makes sense. Let's explore one of the biggest concerns sellers have and how understanding your equity could make your decision easier.

1. Is It a Good Idea to Move Right Now?

If you already own a home, you might be hesitant to sell because you're concerned about taking on a higher mortgage rate for your next house. While this is a valid consideration, your move might actually be more feasible than you think—and that's largely thanks to the equity you've built in your current home.

2. What Is Equity?

Equity is the difference between your home's current market value and the amount you still owe on your mortgage. With the significant home price appreciation over the past few years, many homeowners have seen their equity grow substantially.

In fact, a report from CoreLogic reveals that the average homeowner has over $315,000 in equity. That's a significant amount of money you can use as a down payment on your next home.



How Equity Helps You Move

When you leverage your equity, you can make a larger down payment on your next home, which reduces the amount you need to finance at today's mortgage rates. In some cases, you might even have enough equity to purchase your next home outright in cash, allowing you to bypass mortgage rates altogether.

Questions You May Have When Selling

2. Will I Be Able to Find a Home I Like?

If you're worried about finding a home you love, it's likely because you remember how tight inventory was over the past few years. The limited number of homes on the market made it feel nearly impossible to find the right one.

The good news? The situation has improved significantly. According to data from Realtor.com, housing inventory has increased by nearly 30% year-over-year. This means there are far more homes available today, giving you better options and a greater chance of finding a property that fits your needs and preferences.

While inventory hasn't fully returned to pre-pandemic levels, the increase in available homes has made the market more favorable for buyers. If finding the right home has been holding you back from selling, now might be the time to explore what's on the market—you may be pleasantly surprised by the options available to you.

Even though inventory hasn't fully returned to the more typical pre-pandemic levels, it's currently at its highest point in quite some time. This gives you more options to find a home that suits your needs while ensuring your current house remains appealing to buyers. This unique balance creates a sweet spot for sellers like you.

However, it's important to remember that this balance can vary from one local market to another. Local trends play a big role in the inventory available and how competitive your home will be. Working with a real estate expert who understands your specific market can help you make the most of these conditions.

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>
> Today's market offers more choices for buyers while still allowing sellers to stand out. If you're thinking about selling, let's connect to discuss how you can leverage your equity to make your next home purchase a reality.

How Long Will Your Home Be On the Market?

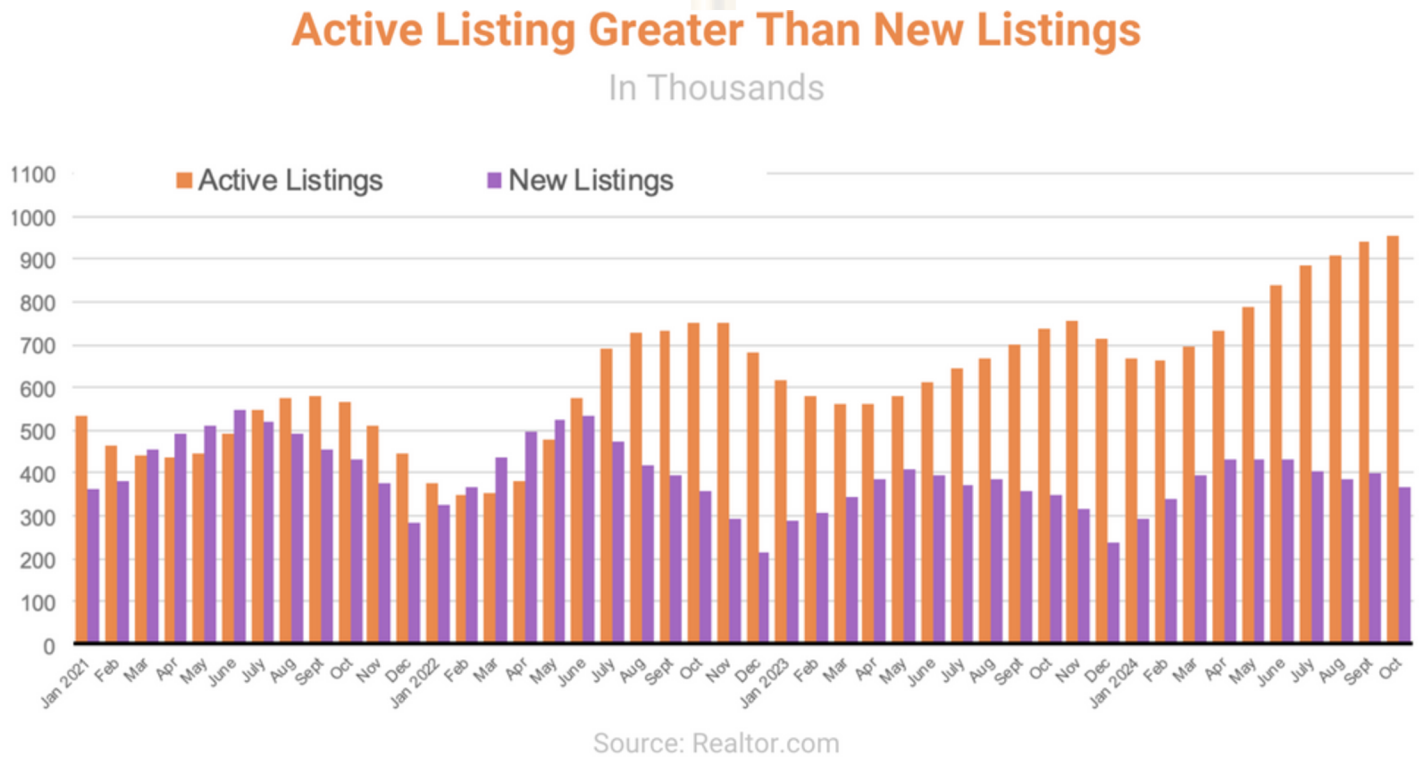
The Growing Supply of Homes for Sale

As we've discussed, the number of homes for sale has increased significantly over the past year. However, it's important to note that not all of this growth is from new listings entering the market. A substantial portion of the increase comes from homes that are taking longer to sell because they may not be priced appropriately or aren't showing well.

Inventory consists of two key categories:

- New Listings: Homes that were just listed for sale.
- Active Listings: Homes that have been on the market for a while but haven't sold yet.

According to data from Realtor.com, much of the recent growth in available homes comes from active listings that have remained on the market longer (see the blue bars in the graph below). This trend highlights the importance of preparing your home to stand out—whether that means pricing it right, staging it well, or improving its marketability.



How the Growing Inventory Is Impacting Listings

Think of homes on the market like loaves of bread at a bakery. When a fresh batch is put out, everyone rushes to grab the newest, hottest loaves—these are like new listings in the housing market. But if a loaf sits out too long, it starts to go stale, and fewer people are interested in buying it—these are like active listings that linger on the market.

How an Agent Helps Your Home Stand Out and Sell Quickly

A professional real estate agent plays a crucial role in ensuring your home gets noticed and sold while it's still "fresh." They'll guide you through the steps needed to attract buyers, stand out from the competition, and sell your home quickly. Here's how they help:

1. Pricing Your Home to Sell

An experienced local agent will perform a competitive market analysis (CMA) by reviewing recent sales and current listings in your area. Using this data, they'll help you determine an accurate and competitive price for your home in today's market. Pricing it correctly is one of the most important factors in ensuring your home doesn't sit too long.

2. Updating or Repairing Your Home to Show Well

Well-maintained homes with great curb appeal and modern finishes tend to sell faster. Your agent will know what buyers in your area are looking for and can advise you on which updates, repairs, or staging efforts will have the most impact. Their guidance ensures your home looks its best, helping it stand out to potential buyers.

How the Growing Inventory Is Impacting Listings

3. Offering Incentives to Attract Buyers

Sweetening the deal with incentives—such as contributing to closing costs, including a home warranty, or offering additional items (like appliances or furniture)—can make your home more appealing. A skilled agent will recommend the right extras to include based on current buyer expectations and market trends.

The Impact of the Right Agent

The National Association of Realtors (NAR) highlights how having the right partner can make a difference. According to their data:

- Sellers without an agent are nearly twice as likely to say their home sat on the market for at least three months.
- In contrast, 53% of sellers who worked with an agent accepted an offer within a month of listing their home.

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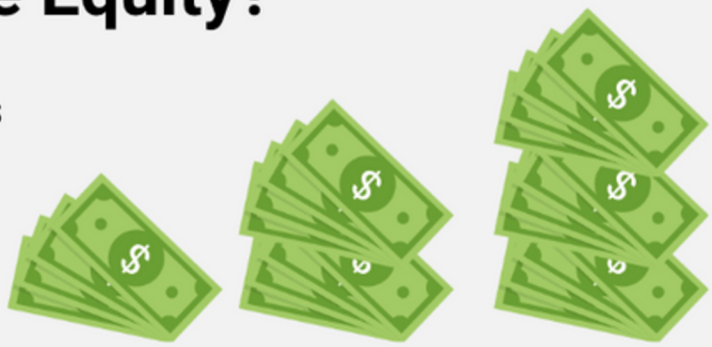
With the right agent, your home will be priced competitively, show at its best, and stand out to buyers. This helps ensure it sells quickly—before it has a chance to go "stale." Let's connect to make sure your home is positioned for success in today's market.

Homeowners Gained an Average of $28K in Equity over the Past Year

What is Home Equity?

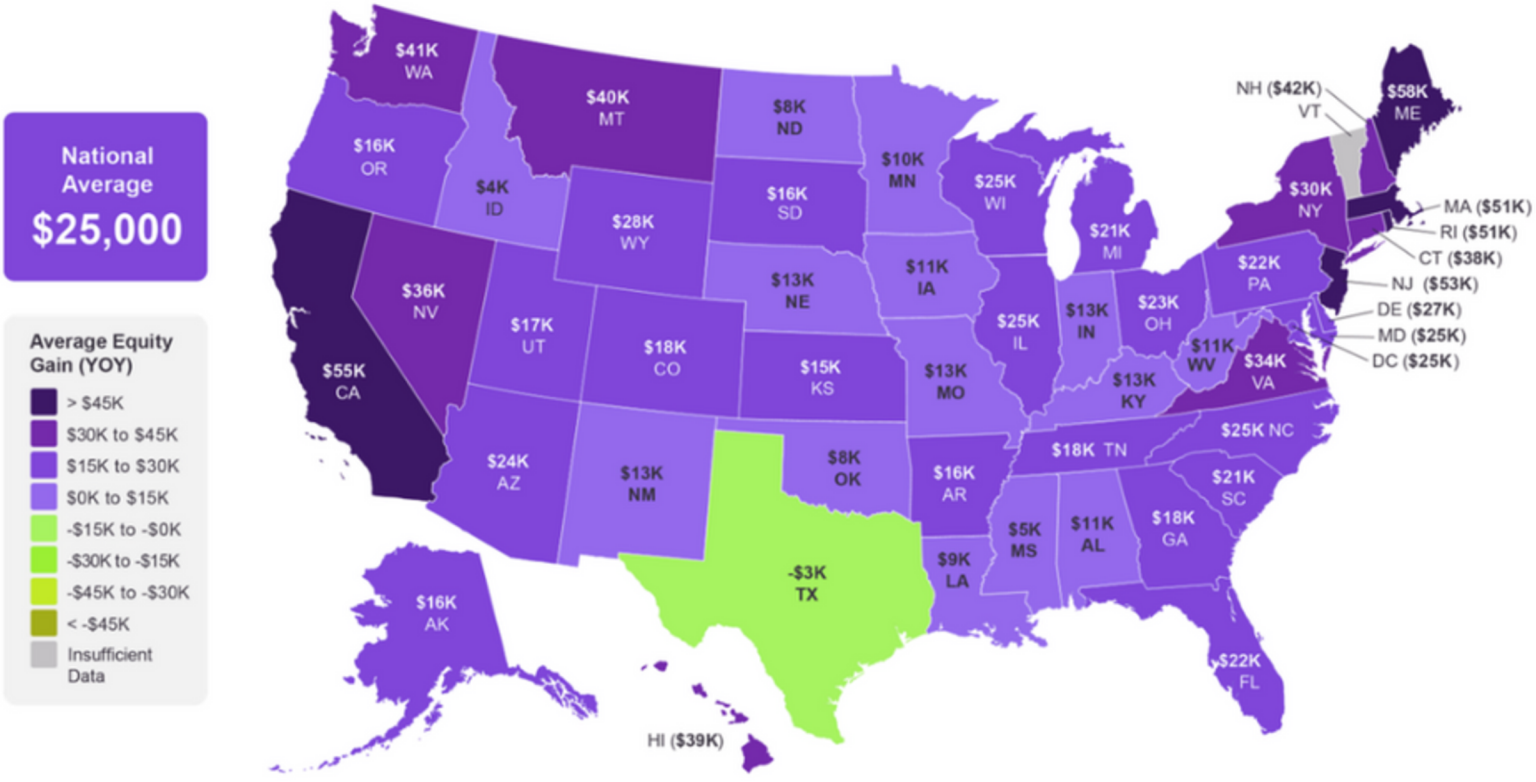
Equity is the current value of your home minus what you still owe on your loan. It goes up as:

- You pay down your loan
- Home prices appreciate



Homeowner Equity Gains over the Past 12 Months

Year-Over-Year, Q2 2024



Source: CoreLogic

What If You Bought Before Covid?

If you purchased your home prior to the pandemic, you're likely sitting on a significant amount of equity. According to data from The Washington Post, home prices have increased by nearly 54% since December 2019, meaning your home's value has probably risen considerably.

Lawrence Yun, Chief Economist at the National Association of Realtors (NAR), highlights this wealth-building potential: *"A typical homeowner accumulated $147,000 in housing wealth in the last five years."*

To put this into perspective, Selma Hepp, Chief Economist at CoreLogic, explains how much equity homeowners have built on average: *"Persistent home price growth has continued to fuel home equity gains for existing homeowners who now average about $315,000 in equity..."*

How Rising Equity Can Work for You

The rapid price appreciation over the past few years, along with ongoing price growth in many areas, has given homeowners substantial equity. This equity offers you financial flexibility and opens up several possibilities:

- Start a Business or Fund an Education: Your equity could provide the financial backing needed to pursue personal or professional goals.
- Afford Your Next Home: When you sell your current home, the equity you've built comes back to you. This could cover a large portion—or even the entirety—of your next home's down payment.

Bottom Line: If you've owned your home for a few years, you've likely accumulated significant equity that can be a game-changer when you sell. Whether you use it to fund your next home purchase, invest in a dream project, or save for the future, your equity is a powerful financial tool. Let's connect to discuss how you can make the most of it.

Avoid Mistakes Other Sellers are Making

The Risk of Not Staying Informed: Costly Mistakes Sellers Can Make

If you're not informed about today's market conditions, it's easy to fall into traps that could lead to costly mistakes. That's why it's so important to adjust your strategy and expectations to align with the current market. Here are some common pitfalls sellers face—and how a professional real estate agent can help you avoid them.

1. Overpricing Your Home

One of the most frequent mistakes sellers make is setting their asking price too high. This often leads to homes sitting on the market longer and eventually requiring price reductions, which can deter buyers and hurt your sale.

An article from the National Association of Realtors (NAR) explains:
"Some sellers are pricing their homes higher than ever just because they can, but this may drive away serious buyers and result in unapproved appraisals . . ."
Overpricing can also create appraisal issues, where the home doesn't appraise for the listed price, potentially causing complications for buyers relying on financing.

How an Agent Helps:

A professional agent will help you determine a realistic and competitive price by using tools like:

- Comparative Market Analysis (CMA): Reviewing recent sales of similar homes in your area.
- Market Trends: Analyzing local demand and inventory levels.
- Home Condition and Features: Factoring in the unique attributes and condition of your home.

This ensures your home is priced to attract serious buyers, which increases the likelihood of multiple offers and a quicker sale.

Avoid Mistakes Other Sellers are Making

2. Skipping the Small Stuff

It may be tempting to skip minor repairs and hope the buyer will handle them later, but visible issues—even small ones—can turn off potential buyers. Problems like leaky faucets, burnt-out light bulbs, or sticking doors can make your home seem neglected, leading to lower offers or demands for concessions. As Money Talks News explains: "Home shoppers like to turn on lights, flush toilets, and run the water. If these basic things don't work, they may assume you've skipped other maintenance. Homes that appear neglected aren't likely to fetch top price."

How an Agent Helps:

A great agent will walk through your home with you before listing and point out repairs or updates to address. They'll help you prioritize what to tackle so your home shines in listing photos and appeals to buyers. Taking care of these small fixes upfront can help you secure stronger offers.

3. Being Unwilling to Negotiate

With the increase in housing inventory, buyers have more options—and more negotiating power. Today's buyers are often requesting inspections, asking for repairs, or seeking help with closing costs. If you're not prepared to negotiate, you could risk losing a deal. As U.S. News Real Estate explains: "If you've received an offer for your house that isn't quite what you'd hoped it would be, expect to negotiate. . . The only way to come to a successful deal is to make sure the buyer also feels like he or she benefits. . . Consider offering to cover some of the buyer's closing costs or agree to a credit for a minor repair the inspector found."

How an Agent Helps:

A skilled agent can guide you through negotiations, helping you decide what concessions to offer based on your goals, budget, and timeline. They'll advocate for you while ensuring the deal is fair for both sides, which can help you close quickly and successfully.

Avoid Mistakes Other Sellers are Making

4. Not Using a Real Estate Agent

If you look closely, you'll notice a common theme: for each mistake on this list, partnering with an agent plays a key role in preventing it. That's why trying to sell your home without a real estate agent is often the biggest mistake of all.

Real estate agents bring expertise in pricing, marketing, negotiating, and navigating the entire sales process. Their experience helps streamline the process and typically generates more buyer interest, which can lead to a higher final sale price.

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Selling your home without making costly mistakes requires knowledge, strategy, and expertise—all of which a great real estate agent can provide. If you're ready to sell your home or want to explore your options, let's connect. I'd love to help you navigate the process and achieve your goals!



A Checklist for Selling Your House

As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.

MAKE IT INVITING



- [ ] Open blinds or curtains to let the light in



- [ ] Check lightbulbs and replace as needed



- [ ] Take down personal photos or items



- [ ] Fix anything that's broken



- [ ] Give every room a clear purpose

SHOW IT'S CARED FOR



- [ ] Clean your vents and baseboards



- [ ] Vacuum, mop, or sweep floors



- [ ] Declutter throughout



- [ ] Organize countertops, cabinets, and closets



- [ ] Touch up any scuffs on the walls

BOOST CURB APPEAL



- [ ] Power wash outdoor surfaces



- [ ] Wash the windows (inside and out)



- [ ] Tidy up the landscaping



- [ ] Freshen up your entry



- [ ] Sweep patios, decks and walkways

Partnering with a Professional Outshines Selling on Your Own

Why Pricing Your Home Right Is Essential—and How an Agent Helps

Setting the right price for your home is one of the most critical factors in ensuring a successful sale. Yet, it's also one of the hardest tasks for homeowners who try to sell their house on their own. A report from the National Association of Realtors (NAR) highlights that getting the price right is one of the top challenges FSBO (For Sale by Owner) sellers face.

Here's why pricing matters and how a real estate agent can help you avoid costly pricing mistakes.

The Impact of Overpricing or Underpricing Your Home

Pricing your home correctly is crucial because your home's debut on the market is your best opportunity to attract buyers. If you set the price too high or too low, you risk missing out on the right buyers—or the best offers. As NerdWallet explains:

"When selling a home, first impressions matter. Your house's market debut is your first chance to attract a buyer, and it's important to get the pricing right. If your home is overpriced, you run the risk of buyers not seeing the listing. . . . But price your house too low and you could end up leaving some serious money on the table. A bargain-basement price could also turn some buyers away, as they may wonder if there are any underlying problems with the house."

Partnering with a Professional Outshines Selling on Your Own

How an Agent Helps You Set the Right Price

To avoid overpricing or underpricing, partnering with a professional real estate agent is essential. Here's how an agent ensures your home is priced correctly:

- Market Expertise: Agents have an in-depth understanding of your local market, including recent sales, neighborhood trends, and buyer behavior. This knowledge allows them to determine what buyers are willing to pay for a home like yours.
- Comparative Market Analysis (CMA): An agent conducts a CMA by analyzing comparable homes that have recently sold, are currently on the market, or didn't sell. This analysis ensures your home's price is competitive and aligns with the current market.
- Positioning for Success: With the right price, your home has the best chance to attract buyers from day one. A properly priced home can generate more interest, spark competition, and ultimately lead to stronger offers.

Why Handling Paperwork Properly Is Essential When Selling Your Home

Selling a home requires a significant amount of paperwork, from disclosures and contracts to legal documents. Getting these forms and details exactly right is critical to avoid delays, legal issues, or even liability risks. For homeowners attempting to handle it all on their own, it can quickly become overwhelming.

Partnering with a Professional Outshines Selling on Your Own

An article from First American highlights the complexity:

"To buy or sell a home, you need to accurately complete a lot of forms, disclosures, and legal documents. A real estate agent ensures you cross every 't' and dot every 'i' to help you avoid having a transaction fall through and/or prevent a costly mistake."

How an Agent Helps You Navigate the Paperwork

When you work with a real estate agent, they serve as your trusted advisor, ensuring every part of the transaction is handled accurately and efficiently. Here's how an agent can help:

- Expert Guidance: Agents are trained to understand and complete all the necessary forms and documents required to sell your home. Their expertise ensures that nothing important is missed.
- Compliance with Rules and Regulations: Real estate transactions are heavily regulated, and the requirements can vary by state and even by local market. Your agent will ensure you follow all applicable rules and meet every legal requirement.
- Minimizing Risks: By helping you complete forms correctly and on time, an agent reduces the risk of errors that could lead to liability issues or cause your transaction to fall apart.
- Streamlined Process: Instead of getting bogged down by paperwork, your agent takes care of the details, allowing you to focus on the bigger picture of selling your home and moving forward.

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Tips for Selling a Home

7 Ideas to Get You *Started*

1 TAKE CARE OF YOUR LANDSCAPE

- The first thing buyers notice is the exterior
- Mow the lawn, trim bushes, plant flowers, spruce up the landscaping
- Even pressure wash your pavement and your house

2 REMOVE CLUTTER

- Less clutter creates the feeling of a bigger space
- Remove personal items so buyers can imagine the space as their own
- 50% of agents reported that decluttering a home leads to faster sales

3 PAINT INTERIOR IF NEEDED

- Dark colors can make a space seem smaller and less inviting
- Stick with neutral colors
- Average $4,000 increase in your home's value

4 HIRE A REAL ESTATE AGENT

- Mitigates risk
- Experienced agents know the market and location
- Make sure you are priced properly

5 TAKE ADVANTAGE OF GOOD LIGHTING

- Bright homes are more inviting
- Draw curtains to let in light
- Buy brighter light bulbs to open up the space

6 GET A PROFESSIONAL CLEANING

- Dirty homes turn buyers away
- Address all odors: litter boxes, toilets, and refrigerators
- Focus on kitchen and bathrooms

7 REPAIRS

- Handle miscellaneous repairs
- Complete inspections before listing
- Ensure smoke and carbon monoxide detectors are installed

For more information about buying or selling your home, contact me today!

I look forward to Serving You with Excellence!



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