

## TIPS & TOOLS FOR HOME SELLERS

### Determine Your Home's Asking Price

Lots of people out there want to buy your home. The right asking price will attract attention and get you maximum return. With the help of a REALTOR® you can set a fair market value on your home to get the most out of interested buyers.

#### You don't want to set your price too low or too high

- Setting too low a price means you could miss out on thousands of dollars that some buyer would have paid.
- Setting too high a price can scare away willing buyers and leave your home on the market for too long. When you lower the price, people may assume you are under pressure to sell, and lower their offers even further.

#### REALTORS® know the general factors affecting your market

Maybe larger families are moving into your neighbourhood. That makes homes with three plus bedrooms and large yards more appealing. Perhaps a large employer is opening a plant nearby, which will increase demand for housing in general. How are interest rates affecting people's willingness to take out big mortgages? You can ask your REALTOR® these questions and, more importantly, how he or she can affect the price of your home.

#### REALTORS® can calculate your home's value within your market

Using the extensive background information available to REALTORS® through a real estate board's MLS® System, they can compare your home to a collection of similar homes that have recently been sold in your area. No two homes are the same, but REALTORS® are very good at adjusting their calculations according to the differences.

#### Yes, first impressions matter

It's nearly impossible to replace the initial flurry of interest and activity a new listing will generate. REALTORS® in your area will want to see your home right away and tell their buyers all about it. Be sure your house is priced and poised to capitalize on this first wave of excitement.