

ARE YOU FIT TO SELL?

Condition, Price & Location



When it comes to selling your listings there are 3 major factors that come into play: condition, price and location. The biggest decision for a buyer regarding the house is already made before they see it, and this is based on the neighbourhood, size of the home, and the asking price. If these criteria are met, then the buyer is one step closer to putting an offer in on your listing.

Condition

- your listing needs to look presentable
- your vendor needs to be involved in the selling process, especially in the presentation
- your listing needs to appeal to the widest range of potential buyers
- use lifestyle selling techniques to target the best audience
- properly prepared listings decrease the odds of buyers creating a negative checklist
- having an impressive looking listing will increase your chances of selling quickly and for more money

Price

- enhance the features of the home, and even slightly over priced houses have a better chance of selling at asking price
- increase the value through the buyers eyes
- properly transforming the home will help to secure equity
- a well prepared house does not mean inflating the price
- a skillfully priced presentable home reduces the risk of offers being less then what you want in a difficult market, homes effectively prepared and accurately priced tend to sell faster and for more money

Location

- a well prepped house that is priced fairly will be easier to sell if it isn't in the most desirable location

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A large white sign with the word 'SOLD' in red letters. The sign is mounted on a white post. The background shows a house and trees.