

#5b Flavor of the Month for realtors

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REAL ESTATE AND NEIGHBORHOOD NEWS

HOUSETALK



Tips for Sellers | “What is my home worth?”

When you put your home up for sale, you're taking an asset that has many personal qualities and memories and opening it up for public scrutiny. While it has been your personal sanctuary, now it's essentially open to the public. It's a challenge for most sellers to adjust to this transformation. This is especially true regarding what the home is worth.

There are some pervasive misperceptions about what a home is worth. The worth of a home is not necessarily based on what you paid for it, how much you've put into it, or even the price received for a neighbor's home. The reality is that a home is worth what a qualified

buyer is willing to pay for it at a given point in time. Buyers assign a value to a home based on many variables that are outside your control (e.g., market conditions, quality of schools, local amenities, etc.).

There are several things you can do to maximize the price you receive for your home that are under your control. First, you control the condition and availability of the property. The more pleasing the home is, and the more access you give to potential buyers, the more likely you will receive qualified offers. Second, a comprehensive marketing program will expose the home more broadly and increase the pool of potential

buyers. Finally, you control the price you ask for your home.

If you'd like to discuss what your home may be worth in today's market, I would be happy to create a personalized market analysis of your home. As a local expert in your neighborhood, I can give you specific recommendations regarding how to get your home ready to sell, and how to price it to maximize your proceeds.



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