



Real Estate Times

with Suzanne Dingley

TURN THOSE RED FLAGS GREEN

When selling a home, two situations may occur which are red flag indicators of a lengthy sale time. Each requires the property owners' attention in cooperation with their sales agent, and involves either the price or condition of the home.

The first involves a home that has been on the market for 60-90 days, but has been shown only once or twice. More buyers are beginning to enter today's real estate market, and homes for sale should be attracting a number of prospects.

When buyers choose not to tour a home, the reason is often the price. Homes that are attractive, but not being shown, are often priced "above" the market. The key to increased showings, then, is to learn the market price of the home, then reset the price.

The second "red flag" occurs when a home is being shown often, but neither sells nor attracts offers. The home's condition is often the culprit in this situation. Buyers learn the price, then drive by, making a judgment that it is an attractive home. Once they see the home, however, their interest evaporates.

The solution can be a critical "walk-through" by the sellers' agent to identify needed repairs and cosmetic improvements. Until corrected, traffic is likely to remain high, while the chances of selling remain low. Remove these red flags and prepare for a sale!

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