



Real Estate Times

with Suzanne Dingley

WHEN PUSH COMES TO SHOVE

If you're under pressure to sell your home quickly in a challenging market, you may have to swallow a large dose of reality and take some radical steps to increase your home's visibility. While making concessions can seem difficult, please consider the following proven suggestions to produce a quick sale.

Remember that there are myriad possibilities for exposure in today's internet-driven society. In addition to your agent's traditional print and online marketing tools, use social networking sites like Facebook and Twitter to promote your listing to younger first-time buyers.

When setting your price, place it 10-15% below your competition. All other things being equal, your home will readily appear as the best value.

Also consider the price "range" your home will fall into, and make sure

you're on the lower end of that range. For example, a \$199,000 home falls into the upper end of the \$150,000 to \$200,000 range, but that same home priced at \$201,000 is in the *lower* end of the \$200,000 to \$250,000 range. Buyers tend to look in ranges of prices, so again, make yours look like the best value.

Finally, talk with your agent about incentives you can offer, like paying buyer closing costs or a decorating allowance. If you have a strong need to sell quickly, any or all of these suggestions should produce results.

*For responsible service in all your
Real Estate needs, call*

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Free consultation

