

WHAT ARE BUYER'S LOOKING FOR?

Sometimes there is absolutely nothing you can do to make someone happy; regardless of what you do. As the seller, though you CAN control certain factors that will affect the sale of your home:

PRICE - PRICE IT RIGHT
CONDITION - CLEAN, WELL MAINTAINED, DE-CLUTTERED
FLEXIBILITY OF SHOWING APPOINTMENTS - HOW CAN THEY BUY IF THEY CAN'T SEE IT

However, there are numerous other factors that can influence a buyer, and you need to understand that your house just may not be the right fit for that buyer. Trends in the marketplace often impact the sellers' market. The more your home matches the current trends, the more competitive it will be in the marketplace. We can advise you on how to prepare your home for the market and the best position pricing wise to be a strong contender when it becomes active.

LOCATION

Unfortunately, location is not something you can control. In fact it is considered the most influential factor to buyers. According to the National Association of REALTORS®, neighborhood quality/location is the No. 1 reason buyers choose certain areas and homes. Another influential factor is commute times to work and school.

SIZE

Your home may be the perfect size for a buyer. In this case that may not be a factor. However if your home is too small for a buyer the ability to enlarge can become too costly or just not an option giving, community or zoning factors. While some buyers want to downsize to a smaller home, home sizes in general have continued to increase over the years, nearly doubling in size since the 1950s. There is however a new theme in tiny homes, but they typical appeal to a certain type of buyer. Smaller homes traditionally are a great option for a first-time home buyer and/or empty nester

AMENITIES

Layout, neighborhood features and property amenities come and go. We can keep you informed of some of the most influence trends currently in the marketplace. This could make your home more appealing. Sometimes doing upgrades can pay off and bring more value. At the same time the amount the improvement costs may not be supported by an increase in value. We are here to help you determine if the investment is likely to help or hinder your profit and time on the market.

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