

THINKING OF SELLING YOUR HOME?

Here are some things you should know!



The home selling process begins months prior to listing your property. The biggest question you should be asking yourself is: Am I ready to sell? What would make your home appealing? Does it need paint, repairs, etc.? Your goal is to make sure that your home is attractive to buyers, so get the work done before marketing the property.

If you make improvements, they should be consistent with the neighborhood to help ensure that the costs can be recovered from the sale. While many home improvements will help you recoup a good chunk of your investment, it may not give you 100 percent of what you paid.

When selling your home, one of the first steps you will take is setting the price. This requires the ability to find the perfect balance between attracting solid offers and receiving top dollar. If you are working with a REALTOR® or other industry professional, you will hear talk of “fair market value”, which typically means the highest value of what a buyer will pay. Keep in mind that while the seller may control the “asking” price, the market controls the “sale” price.

When you are ready to sell your home, the Greater Rochester Association of REALTORS® recommends using the service of a REALTOR®. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS® and subscribe to a strict CODE OF ETHICS. It is important to work with a trained real estate professional that understands the complexities of selling a home and will work hard to ensure that your best interests are protected.

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