

Selling an upscale property

Selling an executive property can be a challenge in that the higher the price, the smaller the market. Those buyers who can afford your home lead busy lives, just like you, and will look for a hassle-free purchase. To ensure your home is competitive and remains competitive in the market, avoid the following pitfalls:

Underestimating Your Competition - Because you are vying for the attention of a smaller percentage of buyers who can afford your home, it's important to realize that buyers will comparison shop.

Overestimating Value - Critical buying decisions will be location, house design and size, privacy and community amenities.

Relying on Location or Stature - Your home must look 'magazine perfect' throughout. Present to the

market only when it is sparkling.

Over-improvement or Over-individualizing - Dramatic custom flourishes may not suit your potential market. Sometimes, just minimizing your own personal choices can help (put a plain bedspread on if the room has wall paper).

Making Your Own Marketing Decisions - A hit and miss campaign will simply waste a lot of time, and money. One shot marketing, like glossy magazines and out of town newspapers rarely work. Consistency is the key. These days, the multiple listing service is the #1 Source to attract your buyer; so, this is where your home really needs to look perfect.

Playing Hard to Get - No property sells sight unseen. Don't discourage signage, it works. Be as

flexible as you can about viewing times, remember, an executive buyer has a busy life too.

Being Inflexible - Try not to place too many demands at the negotiation table. You will likely have to accept an offer conditional upon the purchaser selling and existing home and arranging for financing. Your Realtor can show you comparables for the buyers' home and that should allay some of the fears you may have.

Jamie M. Edwards, B.A., FRI, CRB, CRS is the Broker of Record for J.M. Edwards Associates Inc. and Past President of the Realtors Association of Hamilton-Burlington, Burlington Chamber of Commerce, and the Ontario Real Estate Association.

You
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E-mail your questions to
jamie@jmedwards.com
905-631-6363