

*You
were Asking*



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Today's House Hunter

The internet and all the available marketing sources for homes on the market has created a well informed buyer who understands not only pricing, but, renovation costs and their ultimate resale potential value perspective. What does that mean for a seller?

Price, condition and location will always factor into a buyer's decision. Those are constant and have not changed, even with the internet presence. So how do you ensure your home stacks up against your competition? Here are some tips:

Go visit the competition - go with an open mind in terms of those key factors...will my price compare? Does my condition compare? And, finally, how does my location compare with theirs?

All things being equal, why should a buyer choose mine or my neighbour's home?

Stage - staging simply makes sense. Staging doesn't have to be replacing furniture, it simply means to ensure your home's best features are brought to the forefront. It may be traffic flow, it may be re-painting a room or two, it will most often mean, cleaning and de-cluttering. You want to appeal to the widest possible audience so that means you will have some work to do. Everyone does.

Price correctly - take a look at a buyer's price sensitivity at your price point. If in the \$200-300 range, that will be about \$5-10 thousand. \$400-500 = \$10-20k, \$600-800 = \$20-30k, above

that, \$50 k or more.

If you're attempting to list well above your Realtor's recommendation, know that the buying public will respond in one of two ways, they'll either not come through, or, come through to see why you are priced the way you are....then, they'll either comment, or, stay silent. Don't take their silence as acceptance... if no-one comes forward with an offer... three factors are in play.....

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