

Factors That Impact Your Home Sale

The weather, your competition, war or peace, and the economy on a local, state, national and international level - these are just a few examples of factors that impact your home sale. Since these and others are beyond your control, it is critical for you to make wise choices regarding those that you can control:

Your listing agent

You will rely upon your agent for professional advice on every aspect of your home sale, so your results depend in large part on the agent you choose to represent you. This is the first and most critical decision you'll make in selling your home. It could mean the difference between success and disappointment. (See *Choosing Your Agent*)

Price

Determining the "right" price and terms is another key step in selling your home or residential investment property. For an estimate of your property's market value, simply [contact me](#) today, and tell me about your current home. I'd love to hear from you, and I promise you a prompt reply and world-class service! (See *Pricing Your Home*)

Access

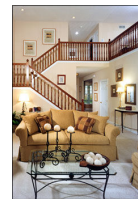
They won't buy it if they don't see it. You must make your home accessible for prospective buyers to inspect all day, every day, until it is sold. You can minimize the hassle to you and your family by listing your property with me - My office will schedule showing appointments, and you won't need to be home for buyers to see your home.

Condition

Buyers should be able to imagine themselves living in your home. For that reason, it must be clean, uncluttered, neutral, and staged for showing. Buyers without children, for example, can't imagine themselves living in a home that is cluttered with toys and decorated with Humpty Dumpty wallpaper.

Exposure

Today's highly motivated and well-qualified buyers are busy people. They have jobs, families, community activities, and other responsibilities to handle, and they usually hire a buyer's agent to help with their home search. If your home is located in Maryland and not listed in the Metropolitan Regional Information System (MRIS), it is unlikely that most buyers will even know



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it's on the market. When you list your home with me, I'll enter the data into the MRIS and make it available to several other real estate search services including REALTOR.com and RE/MAX.com.

Flexibility

Market conditions can change from week to week, and even day to day. It could be necessary for you to adjust your pricing, terms, access, condition, and exposure to stay competitive. I'll keep abreast of the market for you, when you list your property with me, and notify you of any changes.

Remember, there are many factors that impact home sales. It is not necessarily your fault, or that of your agent, if your property doesn't sell. But you will improve your odds by taking control of the factors that are within your control.

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