

**Buying or Selling a Home?**  
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**There Has Never Been a Better Time To Sell Your Home**


It's a seller's market right now. Here's what you need to know before you make your next move

by *Realogy (Full Content)*



**There's never been a better time to sell your home.** Real estate experts across the country are seeing properties move from "for sale" to "sold" within a month of listing. And sellers often receive multiple competing offers on their homes within a week of listing.


Possible has also changed drastically in the last year, motivating big moves and paying a premium for them. "Now there are buyers who are searching for a house that better fits their new work, parent, pet, and retirement home needs," says real estate agent Kelly Green in Dallas-Fort Worth, Texas. "We have seen clients sell their home and walk away with a large return on investment." And it goes beyond just price, too, says Louise, "In our current market, sellers are not only able to sell at a record-breaking price per square foot, but also have the terms heavily negotiated to their favor."



**"We're seeing clients sell their home and walk away with a large return on investment."**

*Kathie Louisa*  
Owner of the Business


**"What I am finding is the inventory is very low, so the pricing of homes is extremely competitive and at a record high,"** says Leah Williams, a real estate agent in Miami, Georgia. "It's a wonderful time for sellers to take full advantage of the equity in their homes."



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*Leah Williams*  
Owner of the Business

Competitive pricing is not the only reason to list now. "Interest rates are at an all-time low, so buyers are anxious to buy before rates go up," says agents Neil and Dana Hollomon in Manchester, New Hampshire. "If you're thinking about selling your home, don't hesitate to take advantage of the market. Our interest rates won't be this low forever, and you don't want to miss out on the opportunity to maximize your home sale."




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*Neil & Dana Hollomon*  
Owner of the Business

Even with the market on your favor, there are steps you can take to get the best favorable offer and walk away with the equity you have built up.

**Consider these 5 key tips before placing your property on the market.**

- 1. Talk to a Real Estate Agent** Even if you're just considering selling at this juncture and haven't yet made up your mind, talking to an agent can help you make a final decision. "You need to understand what it takes to sell and know what your home is worth. "Work with an experienced agent to price your house to sell at the best possible price in a timely manner," says Chelsea Casey, an agent in Boston. "An experienced agent will be able to guide you through negotiations including hearing versus cash, close of escrow, and inspections."
- 2. Get an Appraisal** Here's why this is important: In a seller's market, the seller can accept the highest of multiple offers. However, the buyer could proceed to the home if a market appraisal appears a lower value than the selling price. The buyer's down payment percentage on the house appraised price could be less than 20% of the mortgage, making the loan subject to private mortgage insurance. The buyer could choose to accept these additional costs, leave the down payment amount, or drop out altogether. If the buyer backs out, the seller is left looking for other buyers or has to lower the price. Getting an appraisal can help you understand your home's true market value and price it accordingly.
- 3. Consider Home Improvements** "Sellers often receive more offers" according to the Realtors in Nevada. "Do things like repairs and painting prior to putting the house on the market." Ask your agent for recommendations on what areas should be completed before listing your home to help you get the best possible sales price. Unless they're actively seeking lower offers, today's buyers are concerned about the costs of repairs during or after their home purchase price. They are looking for complete properties.
- 4. Declutter** When your real estate agent takes pictures of your home for your market listing, you want to show your house at its best. Removing clutter helps maximize the space in your home and focuses buyer attention on the home itself. Don't forget that potential buyers will also come over to look at the space, and you don't want clutter to take away from the overall view.
- 5. Plan for Your Next Move** With homes selling quickly, don't put your home on the market if you haven't already secured a new living space. In past buying markets, buyers could often stay put for a while – sometimes up to a year or more – while they awaited a sale. This gave them extra time to look for a new home or apartment. Not anymore. This can be a great benefit if you're least eager to make a move. However, it's a real-life challenge, so it's important to find new steps while you entertain multiple offers on your home from potential buyers who are ready to move in immediately.



**"Work with an experienced agent to price your house to sell at the best possible price in a timely manner"**

*Chelsea Casey*  
Owner of the Business

It's a great time to sell a home. A professional real estate agent can help you take advantage of the current market. As an AARP member, you can also get support from AARP's Real Estate Benefits from Realogy, which owns the most recognized brands in real estate, understands the entire process of home selling, moving, and buying. They're committed to helping you navigate any of the most exciting and sometimes overwhelming processes of your life.

When you enroll in the program, you'll be assigned a personal Advocate who will be your champion. Your Advocate will be with you every step of the way. You'll be connected to a real estate agent for superior service from one of Realogy's 1,000+ real estate and real estate brands, including Better Homes and Gardens® Real Estate Group, Century 21®, Coldwell Banker®, Coldwell Banker®, and ERA®.

**If you're thinking of buying or selling a home, enroll in our Real Estate Benefits program and earn a \$300-\$5,500\* benefit after you close on your home.**

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