



Price Your Home Competitively

Setting the right price for your home is the single most important decision you will make when deciding to sell. You need to find the perfect medium and to do so, research some homes around your area to get a feel for the price range in your neighborhood.

Use Strategic Price Points

Similar to stores, using strategic price points can help to attract buyers. A \$4.99 item seems much less than \$5. Use a specific number, like 249,900 to widen your potential buyer pool.

Offer Incentives and Prepaids

To encourage buyers to take the leap, offer incentives like buying the interest rate down on the purchaser's loan, paying for closing costs, inspections, repairs, or providing allowances or credits for home upgrades after closing.

Hire an Experienced Listing Agent

Not all real estate agents are created equal. An agent who knows your local market and knows what comparable homes have sold for recently will know your home's potential.

Learn When to Change It Up

If your house isn't selling, something isn't working. If you're not getting any offers, you need to lower the price. If buyers are lining up to inquire about your home, but no one is making an offer, there might be something about the home that's turning them off. Know when to change something up to get your house to sell faster.



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