

Advertising a Home

When selling your home, it's common to feel frustration when the process isn't moving at the speed you desire.

The homeowner who will consider your property the perfect residence is out there, but are you doing what it takes to reach them? If you notice offers or walkthroughs are at a standstill, it may be time to freshen up your advertising and marketing strategy.

While selling your property without the aid of a real estate agent may save commission fees, can you really afford to have a house sit on the market? Don't hesitate to call in an expert if "for sale by owner" attempts fall on deaf ears.

Recent data from the National Association of Realtors shows 87 percent of buyers purchase their home through a Realtor or broker. Here are some ideas to discuss with your agent about getting your home in the spotlight of buyers in the area.

ONLINE PRESENCE

Paper ads have a place in the real estate market, but your online presence is important, as well. In fact, according to the Buyer and Seller Generational Trends Report from the NAR, 99 percent of millennials use websites to search for potential properties.

Pictures of your home are obviously crucial in making a great first impression.



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REAL ESTATE 101

Agent vs. Realtor

Did you know that a real estate agent and a Realtor are not one in the same? A Realtor is a member of the National Association of Realtors. According to the Association, Realtors are experts in their field; provide objective local information, including tips on utilities, zoning, schools and more; are experienced marketing professionals; are master negotiators; stay up to date on laws and regulations; are trained to help you through the emotional ups and downs of buying and selling; and must adhere to the Association's strict code of ethics. Learn more at www.nar.realtor.

Consider using these strategies from the experts at Zillow when creating images to showcase your home's potential.

- **Curb appeal:** A welcoming shot to spotlight a property's front entrance is important. Spruce up landscaping and remove obstructions such as

vehicles or clutter from the driveway.

- **Aerial picture:** Especially for larger properties, an overhead picture showcasing the structure and vast land can entice a buyer into learning more. These specialty images are easier than ever to capture

with the capabilities of drones.

- **Selling points:** Capture and highlight the most attractive areas of your home. It's a good idea to show off recent renovations or upgrades.

OPEN HOUSE

Once online advertisements

have gained an audience, invite interested buyers to an open house. These events offer major exposure to your listing while offering a laid-back experience for visitors to ask questions and view the property.

For extra appeal, consider hiring professional stagers to display your home in its best light. Their expertise will boost how buyers view its living space and imagine how they can utilize it.

A REPUTABLE REALTOR

Selling a home is not an easy task to do alone. A professional Realtor has the skill-set to bring exposure of your property to the public, including experts who may already have buyers in mind.

In addition to a solid marketing plan, real estate agents also are effective in negotiation tactics, executing the final transaction without issues and setting an appropriate price. Their knowledge of local markets is crucial when listing your home for sale.

Overvaluing your property can turn buyers away before it even has a chance to attract them with advertising techniques. When discussing this important part of the listing process, take your agent's advice seriously or you might find yourself with a home that languishes on the market.



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HOMEWISER GLOSSARY

Tenants in common: Two or more persons in whom title to a single piece of real estate is vested in such a manner that they have a common or equal right to possession and enjoyment of the property, but each holds a separate individual interest or estate in the property.

SOURCE: Homeclosing101.org

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