

The Art of Strategic Selling

No matter how nice your house looks when you put it up for sale, there are other factors that can affect how much your home is appraised for or how much buyers are willing to pay.

You likely won't be able to turn all of these factors to your favor, but with good marketing in your online ads you can mitigate some of this. Talk to your real estate agent about the best ways to use the market to your advantage.

TIMING

If you're moving for a job or your next home is dependent on the sale of your current home, when you put your home on the market may not be up to you. If you have some flexibility, though, choose the time that will be most beneficial. Nerdwallet advises against listing your home when there are dozens of other, similar homes for sale at the same time. As a seller, you want the law of supply and demand to be on your side and your home to have as little competition as possible.

YOUR NEIGHBORHOOD

Granite countertops, hardwood floors and a gorgeous yard may get buyers excited about your house, but a rundown house next door or a less than appealing look to your block can factor into your home value. If you live in a community with an HOA, call your management company and report any violations to get the area cleaned up. Most of the time, however, there's not much you can do about such external factors.

What you can do, according to Bankrate, is highlight the positives of the neighborhood. Do you live on a



REAL ESTATE 101

The Best Day to List

It's well known that spring marks the beginning of the busy season for real estate agents in most markets. In fact, according to the National Association of Realtors, April 1 is the most popular date to list a home for sale — no fooling! After April 1, the months of April, March, May, June and July are the most popular months for new listings, respectively, according to NAR. NAR's researchers also have narrowed down the data further, determining that Thursdays and Fridays are the most popular days of the week to list a home for sale.

quiet street but have easy access to the freeway or major roads? Maybe the school system is great or you live

close to a beautiful park or urban trails. In the ad, highlight the family-friendliness of the area or how

quickly you can get to downtown or shopping.

WHO POTENTIAL BUYERS ARE LIKELY TO BE

If the economy is booming, you may be looking at first-time homebuyers. If you live in a popular tourist area, people may be shopping for summer or Airbnb homes. If you live in a big college town, you might be selling to someone who wants to rent the home out. Think about how to market the features of your house and neighborhood to the people most likely to be looking at your house.



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HOMEWISE GLOSSARY

Equity: the difference between the fair market value of the home and the outstanding balance on your mortgage plus any outstanding home equity loans.

SOURCE: Federal Reserve

AD SPACE