



DO'S AND DON'TS FOR A FALL SALE OF YOUR HOME

DO market your home for sale.

- Many sellers assume that once the spring rush is over, so is the time to sell. However, fall is a great season for selling – less for-sale inventory and thus less competition. Your chances improve of a buyer purchasing your property.

DON'T overprice.

- Buyers looking for homes in the fall are more likely to pay the asking price. When your asking price is too much above market, they pass.

DO take advantage of the season.

- Use fall colors to build a welcoming interior atmosphere. Boil cinnamon to smell inviting during home showings or light a low but cozy fire to add warmth to the home for visiting buyers.

DON'T overdo holiday efforts.

- Too many holiday-specific decorations overwhelm buyer attention. They hide the quality of your home's amenities.

DO play up your home's curb appeal.

- Plant fall flowers, like chrysanthemums. Hang a generic seasonal wreath on your front door.

DON'T neglect yardwork.

- Fall leaves are beautiful, but when left unkempt diminish your home's appearance. Consistently rake the leaves and clear out the gutters to avoid clogs and overflow.

DO make your home move-in ready.

- Fall buyers are eager to move in before winter, when the kids are out of school and holiday excitement is in full force. Prepare yourself and your home for a quick turnaround to entice buyers with a deadline.

Ready to sell and move on to another home this fall? Give me a call today! I stay ahead of real estate trends.