



Selling Your Home

By Jane Brothers Ludwig

THE PRICE TO PAY

Planning to sell your house? Nothing could be more important than the right asking price. Do some homework before putting your house on the market. Research both the asking and selling price (there can be a big difference between the two) of homes comparable to yours that have recently sold in your area. Having some knowledge of recent sales history will help you make an informed decision on how to price the property.



Also, consider getting an independent appraisal of your home's market value from a professional real estate appraiser. A house that's priced too low might sell quickly, but you get less return on your investment. You also wind up with less money to put down on your next house. If you set the price too high, your house could lie idle while others in the neighborhood quickly change ownership.

That is why the advice of your real estate professional can be invaluable. Having sold many homes, including those in your price range, he/she knows what the market will bear and can set a realistic price. Instead of being ignored your house will get lots of traffic and new owners within a short time. List with me and I will pay for your appraisal to get things going.

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