

## **SELLING YOUR HOME**

By Jane Brothers Ludwig

### **SELLING A HOME IN A DOWN MARKET**

**GIVEN:** The real estate market is constantly fluctuating. That is why you should use an experienced real estate agent to sell your house regardless if prices are going up, down or remaining steady. No one is exempt from the current market slow down.

When the market slows down, it is very important to price a house correctly. Potential buyers may not return for a second look unless they know the price of the property is fair and in sync with the marketplace. Also listen to the realtor's advice regarding what repairs need to be done. Some are more important than others when listing a home.

Sellers in a down market may have to be more flexible when facing an offer with contingencies, such as making certain repairs or waiting for the buyers to sell their house first.

In a small market such as ours, too many ads and open houses may make buyers think that you are desperate. A real estate agent and you can sit down and develop other ways to market your house.

If you are thinking about selling your home, give me a call – 435-1287.

Please visit my resources for sellers at:

<http://www.janeludwig.com/sellers.asp>

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Please check back regularly as I will be adding to my newsletter articles throughout January, February and March.