



Sunday Column

By Cher Miculka, 2021 Chairman

3/14/21

How to Price Your Home for Success

When it's time to sell your home pricing it properly is the most important factor. While your home has a lot of value to you, it is important to see and price your home through the eyes of a buyer. Working with a REALTOR® can help you discover what your home is really worth and help your home sell quickly.

When you work with a REALTOR® you are working with an expert in the real estate field. REALTORS® are able to run reports and compare your home with others in the area to determine how to price your home. Your REALTOR® is well versed in the local area and will know how to strategically price your home.

The real estate market can be a big factor in how your home is priced. If homes are selling very quickly and you're in a seller's market you may be able to get a little more for your home than you would in a slower market. During a buyer's market sellers may have to price their home more competitively with others on the market in the area.

Selling a home can be an emotional process. You've made so many memories and improvements in your home that it can be hard to let it go for a lower asking price. That is why it is so important to work with your REALTOR® to assess the true value of your home. Your REALTOR® is a third party who is not emotionally invested in your home and will be able to price it effectively.

While pricing and selling your home can be challenging, working with a REALTOR® will help you be successful. For more information on buying, selling, or leasing your home in the San Antonio or surrounding areas, visit SABOR.com and use a REALTOR®.

###