

Real Estate *Matters*



The **BROKER
CORNER**

with

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SELL FASTER

A reoccurring question from those preparing to sell their home in the Village is how to make the process faster. Most people would expect a Realtor to respond with directions to simply lower the price to quicken the sale. The fact of the matter is that while price does play an important role (supply and demand), it's only one variable to consider.

The number one thing that will help your home sell faster is working with a Realtor and an Agency that is currently getting results. Here is the logic: There are a limited number of potential buyers entering the Village each month and the productive Realtors are working with most of those buyers. Top Realtors know their agency's listings the very best and are inclined to show those listings first. They also know where the true values are in this rather eclectic marketplace. As an example, RE/MAX Realtors tour every new listing each week to make sure they have intimate knowledge of their homes and can relay that information to potential buyers.

According to CARMLS, there are 52 agents in the HSV Board of Realtors that have sold property this year. The amazing thing to notice is that the majority of Village homes sold this year have been sold by a very small group of Village agents; and most of them are at RE/MAX! Those market dynamics mean that that if you want to sell your home, your chances are incredibly higher by selecting a RE/MAX Realtor.

When interviewing your listing agent, have them tell you what "systems" they are using to be successful. In particular, inquire how large and deep their database is for potential buyers of your home. Find out how many homes they have sold this year. Ask if they have a "team" to assist with paperwork, appointments and inspections.

All of these are indications that you are working with one of the BEST and a Realtor that can sell your home faster and for a price that meets your needs. Your home deserves the attention of a Top Producer. Find one at RE/MAX today.