

Two Pricing Mistakes that Can Slow the Sale of your Home

Do you want to sell your home quickly? Your approach to pricing can play a big role in how successful you are. Here are two mistakes sellers often make that can potentially slow a home sale to a crawl.

1. Pricing too high. Of course, you want to get the most for your property. However, pricing your home higher than its market value can work against you.

Most buyers are well aware of current market values, so it's unlikely that some unsuspecting buyer will pay a premium. Plus, if you set the list price too high, you might discourage many qualified buyers from seeing it.

2. Pricing too low. Pricing your home at an attractive price that's below market value can be a smart strategy in some markets. But, there are many factors to consider before taking that approach.

One danger is that buyers will see the low price as an indication that something is wrong with the property. There's also a risk (especially in a balanced or buyers market) that you'll receive only



low offers. You can turn those down, of course, but your home will end up being on the market longer than you might have expected.

As you can see, setting your list price strategically is key to ensuring your home sells promptly. So, get the advice you need and then price accordingly.



When a Family Member Doesn't Want to Move

When you decide to sell and look for your next dream home, you hope that everyone in the family will be excited and motivated.

But, that's not always the case.

Occasionally, at least one family member will be less enthusiastic about moving. This is especially common with kids. So, what can you do to make that person feel more upbeat about relocating?

One way is to have a conversation that takes their focus away from what they're losing (their current home) and toward what they're gaining (a new home in a new neighbourhood.)

Ask them what they want most in a new home and neighbourhood. Ideally, get them involved in the buying process. Also, talk to them about all the features and amenities of the area you're hoping to buy into. For example, if there is a community centre nearby, chat about all the fun things they'll be able to do there.

Kids tend to be especially nervous about going to a new school. So, give them as much information as you can. Review the school's website and Facebook page together. Help them to familiarize themselves with the new school, so they feel more prepared to jump in and become part of that community.

Most importantly, don't ignore "moving reluctance." Have an open, frank conversation.

Tips for Buying an Out-of-Town Home

If you're thinking of moving to a faraway area, such as another town or city, it's all-too-easy to be worried. You might be thinking, "What if we end up in a neighbourhood we don't like?"; "How can we see enough listings on a tight schedule?"; "What if we feel rushed and make the wrong buying decision?"

The good news is, there is plenty you can do to buy an out-of-town home successfully. Here are just a few tips:

- Make an exploratory trip to the area. Drive around and visit targeted neighbourhoods. Spend as much time as possible so you get a *feel* for what it's going to be like to live there.
- Create a profile of the type of home you're looking for, including the characteristics of the neighbourhood. Ideally, narrow your focus to three or four desired neighbourhoods.
- Find out how much homes that meet your profile, are selling for currently. Are they within your budget? If so, shop within that price range. If not, you may need to adjust your expectations. (Don't worry. You can still find a great home!)
- When planning a home viewing day, schedule only those listings that meet your profile. That will increase the chances of seeing a home on which you'll want to make an offer.
- Pace yourself. Travelling a distance and seeing multiple



homes can be tiring. So, be sure to take care of yourself. If you're bringing along kids, schedule plenty of breaks. (This is a good opportunity to explore parks and playgrounds in neighbourhoods you're targeting.)

Following these tips will not only reduce the stress of shopping for an out-of-town property but also increase the probability you'll find the ideal home.