



What Sellers Need To Know TODAY!

Don't Overprice Your Home – have your Local Realtor evaluate the price with you and price it right. Miss the mark on this and expect to be on the market longer and ultimately net less.

Listing Photos that Sparkle and Shine: The photos must be spectacular and show off the space to entice buyers into your home for a showing. Getting this wrong may also result in lower offers and buyers unwilling to give up some of the contingencies sellers are asking for in their offers.

Turn up the Volume on Marketing: A great Realtor has the ability and know how to create a lot of interest in your property. Creating a strong interest in your property in the first 3 days on the market can often bring you outstanding offers, and many above asking price.

Don't Save a Penny to Lose a Dollar: In Gwinnett County for Single Family Homes in the price range of \$200,000 to \$400,000 on February 27, 2022; **71%** of the properties on the market for 7 days or longer are offering a reduced commission to the Buyer's Broker. This means the buyer may need to factor in this cost to their budget as well and may not want to view your home. In this price range that \$1000 to \$4000 in commission you may be saving can be costing you multiple times that in carry costs and reduced net dollars in your pocket.

Who You Do Business With Matters: Among this same group of homes that are on the market longer than most, and some much much longer than most, 93% of them are discount or corporate brokers. So, before you decide to save a few dollars on the Listing Commissions consider what is being offered for the discounted price and you may find the phrase "You get what you pay for" may come into play.

In Summary: These are unusual times in the Real Estate market and your home is one of the largest investments in your financial life. Hire a professional Realtor and together you and your Realtor will come up with the best plan for you and your family. For a free consultation with me and my team, please call me at 404.439.1031.

Top Tips for Sellers from Your Local Real Estate Pros at The FamilyHomesGa Team.
Amy Fuchs, Team Lead. Affiliated with Keller Williams Chattahoochee North. Office 678.578.2700. FamilyHomesGa.Com *Data derived from FMLS Data and is believed to be true but is not warranted * Each Keller Williams Office is independently owned and operated.

Our Team:

Realtors: Amy Fuchs, Jen & Ned Falk, KJ & Inez Morton, Bryan Bostic, Michael Grue

Listing Coordinator: Jerry Fuchs

Closing Coordinator: Robin Felkel

Client Services Manager: Petra Murina

