RE/MAX PROPERTIES, LTD.

Things To Consider When **Selling a Home**

WINTER 2025 EDITION





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Questions You May Have About Selling Your House

If you're debating whether or not you want to sell right now, it might be because you've got some unanswered questions. Here's some information that can help.

1. Is It Even a Good Idea To Move Right Now?

If you own a home already, you may be tempted to wait because you don't want to sell and take on a higher mortgage rate on your next house. But your move may be a lot more feasible than you think, and that's because of your equity.

Equity is the current market value of your home minus what you still owe on your loan. And thanks to the rapid appreciation we saw over the past few years, your equity has probably gotten a big boost. A report from *CoreLogic* says the average homeowner has over $315,000 in equity.

You can use your equity to put down a larger amount on your next home, which means financing less at today's mortgage rate. And in some cases, you may even be able to buy your next home in cash, avoiding mortgage rates altogether.

Signs Your House Is Overpriced

You're Not Getting Many Showings or Offers

Buyers Have Negative Feedback After Showings

It's Been on the Market for Too Long

Your Neighbor's House Sold Without an Issue



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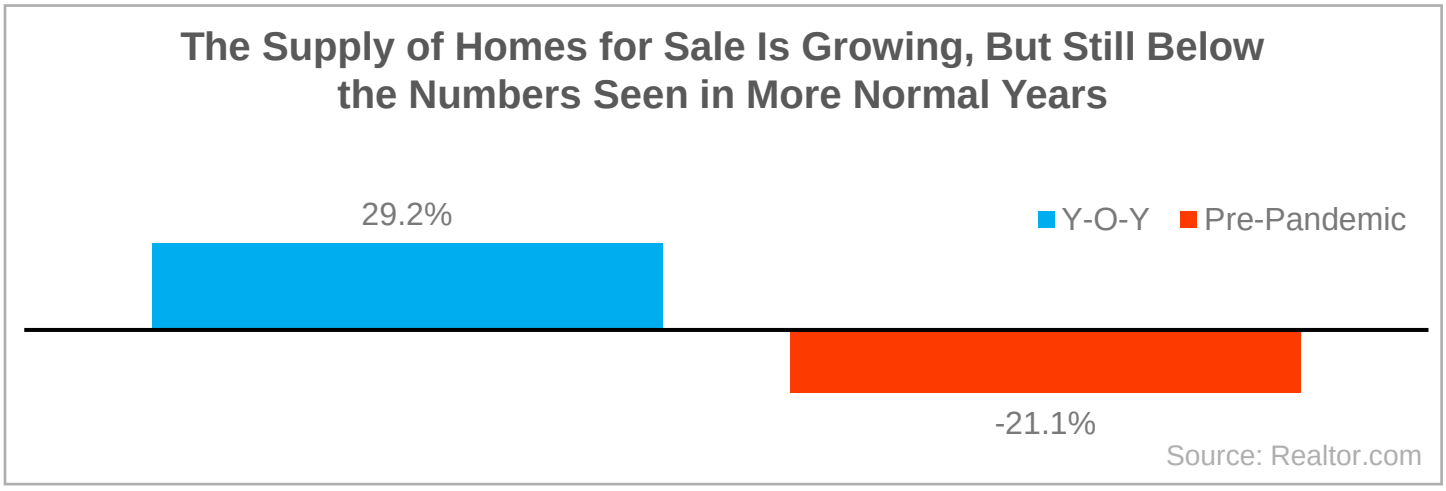
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2. Will I Be Able To Find a Home I Like?

If this is on your mind, it's probably because you remember just how low the supply of homes for sale got over the past few years. It felt nearly impossible to find a home to buy because there were so few available. But finding a home in today's market isn't as challenging. Data from *Realtor.com* shows how much inventory has increased – it's up almost 30% year-over-year (*see graph below*):



Even though inventory is still below more normal pre-pandemic levels, this is the highest it's been in quite a while. That means you have more options for your move, but your house should still stand out to buyers at the same time. That's a sweet spot for you. It's important to note, though, that this balance varies by local market.

Bottom Line

If you want to talk more about either of these questions or need more information about what's happening in our area, let's connect.



READ MORE

5 REASONS TO DOWNSIZE YOUR HOME THIS WINTER

#1 To Be Closer to Family and Friends
#2 The Value of Your House Has Increased
#3 Your Home is Hard to Maintain
#4 Increased Cash Flow
#5 Winter Brings Out Serious Buyers

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How Long Will It Take To Sell My House?

One other question you may have is: how long will the process take? Here's some information to help you find the answer.

The Growing Supply of Homes for Sale

As mentioned, the number of homes for sale has increased over the past year. But not all of that growth is from fresh listings coming onto the market – some of it is from homes that are taking a bit longer to sell because they're not showing well or aren't price appropriately for today's market.

Available inventory is made up of new listings (homes that were just put up for sale) and active listings (homes that were already on the market but haven't sold yet). And if you look at data from *Realtor.com,* you can see a good portion of the recent growth is from active listings that are sticking around (*see the blue bars in the graph below*):



Source: Realtor.com

My Client - REVIEWS -

READ MORE

Highly recommended. Dean was readily available and expedited our process. He made it simple and easy. A pleasure to work with.

We would share him with all our friends and family!

Monica N.

MY REVIEWS



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How That Growth Is Impacting Listings Today

Think of the homes on the market like loaves of bread for sale in a bakery. When a fresh batch of bread is put out, everyone wants the newest and hottest one – in the housing market, those are the new listings. But if a loaf sits there too long, it starts to get stale, and fewer people want to buy it – in the housing market, those are the active listings.

An Agent Will Help Your House Stand Out and Sell Quickly

A pro will help make sure your listing is scooped up when it's fresh and doesn't stick around long enough to go stale. A great agent will walk you through how to:

- **Price your house to sell:** A local real estate agent will do a competitive market analysis by reviewing recent sales and current listings for your area. Then, your agent will use that data to make sure your home is priced accurately for today's market.
- **Update or repair your house so it shows well:** Homes that are well maintained, have great curb appeal, and are updated with modern finishes tend to sell faster. An agent is a key resource for what buyers will be looking for, if staging is worthwhile, and what repairs you need to tackle before you list.
- **Offer incentives and extras:** Offering things like help with closing costs, a home warranty, or including additional items (like appliances or furniture) with the sale can sweeten the deal for buyers. A real estate agent can suggest the right incentives to offer based on current market conditions and buyer expectations.

The *National Association of Realtors* (NAR) explains the impact the right partner can have:

> *"Home sellers without an agent are nearly twice as likely to say they didn't accept an offer for at least three months; 53% of sellers who used an agent say they accepted an offer within a month of listing their home."*

Bottom Line

If you want your house to sell fast, you need to work with a pro. Let's connect so you've got someone who understands the current market trends, how to build a strategy around those factors, how to set your house up to sell quickly.

What To Expect from Mortgage Rates and Home Prices in 2025

Curious about where the housing market is headed in 2025? Here's what the expert forecasts have to say about two key factors that impact your decision: mortgage rates and home prices.

Mortgage Rates Are Expected To Ease and Stabilize in 2025

After a lot of volatility and uncertainty throughout 2024, expert forecasts suggest rates will start to stabilize over the next year, and should ease a bit compared to where they are right now (*see graph below):*

Mortgage Rates Projections

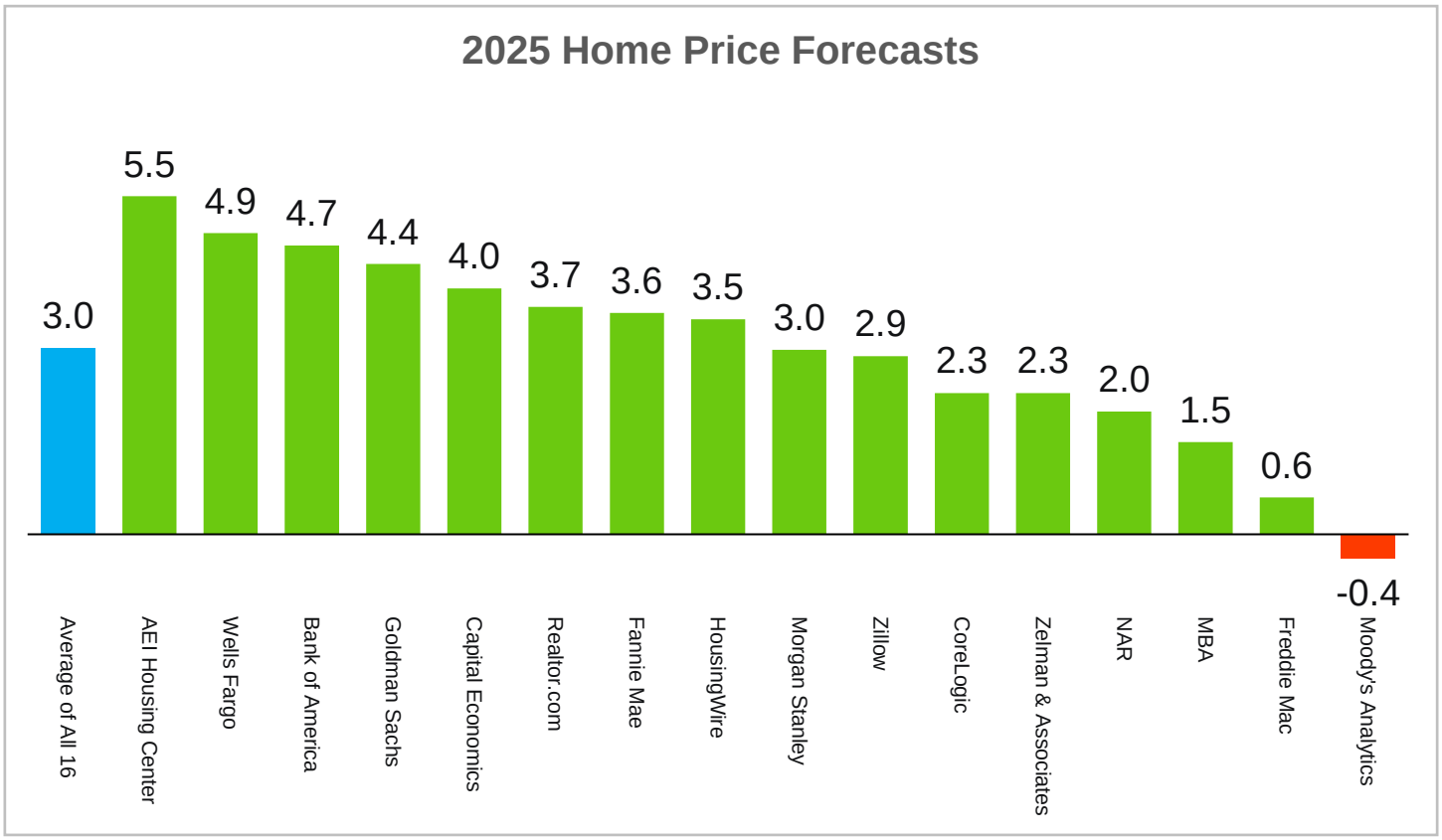
Quarter	Fannie Mae	MBA	Wells Fargo	Average of All Three
2024 Q4	6.60%	6.60%	6.80%	**6.67%**
2025 Q1	6.50%	6.60%	6.65%	**6.58%**
2025 Q2	6.40%	6.50%	6.45%	**6.45%**
2025 Q3	6.30%	6.40%	6.25%	**6.32%**
2025 Q4	6.30%	6.40%	6.30%	**6.33%**

It's important to note this is one of the most challenging forecasts to make in the housing market. That's because these forecasts hinge on a few key factors all lining up, including inflation, the economy, government policies, and more. While rates are expected to come down slightly, they're going to be a moving target.

Be sure to connect with a trusted agent and a lender, so you always have the latest updates – and an expert opinion on what that means for your move.

Home Price Projections Show Modest Growth

While mortgage rates are expected to come down slightly, home prices are forecast to rise – but at a much more moderate pace than the market has seen in recent years. Experts are saying home prices will grow by an average of about 3.0% nationally in 2025 (*see graph below*):



This is far more manageable than the rapid price increases of previous years, which saw double-digit percentage growth in some markets.

What's behind this ongoing increase in prices? It has to do with demand. Even though the supply of homes for sale has grown, there still isn't as much inventory as there would be in a more normal year for the housing market. And that means there still aren't enough homes for all the people who want to buy one. That keeps some upward pressure on home prices.

Of course, these national trends may not reflect exactly what's happening in your local market. Work with a local real estate expert to get a clear picture of what's happening where you are.

Bottom Line

If you have any questions about how these trends might impact your plans, let's connect. That way you've got someone to help you navigate the market and make the most of the opportunities ahead.

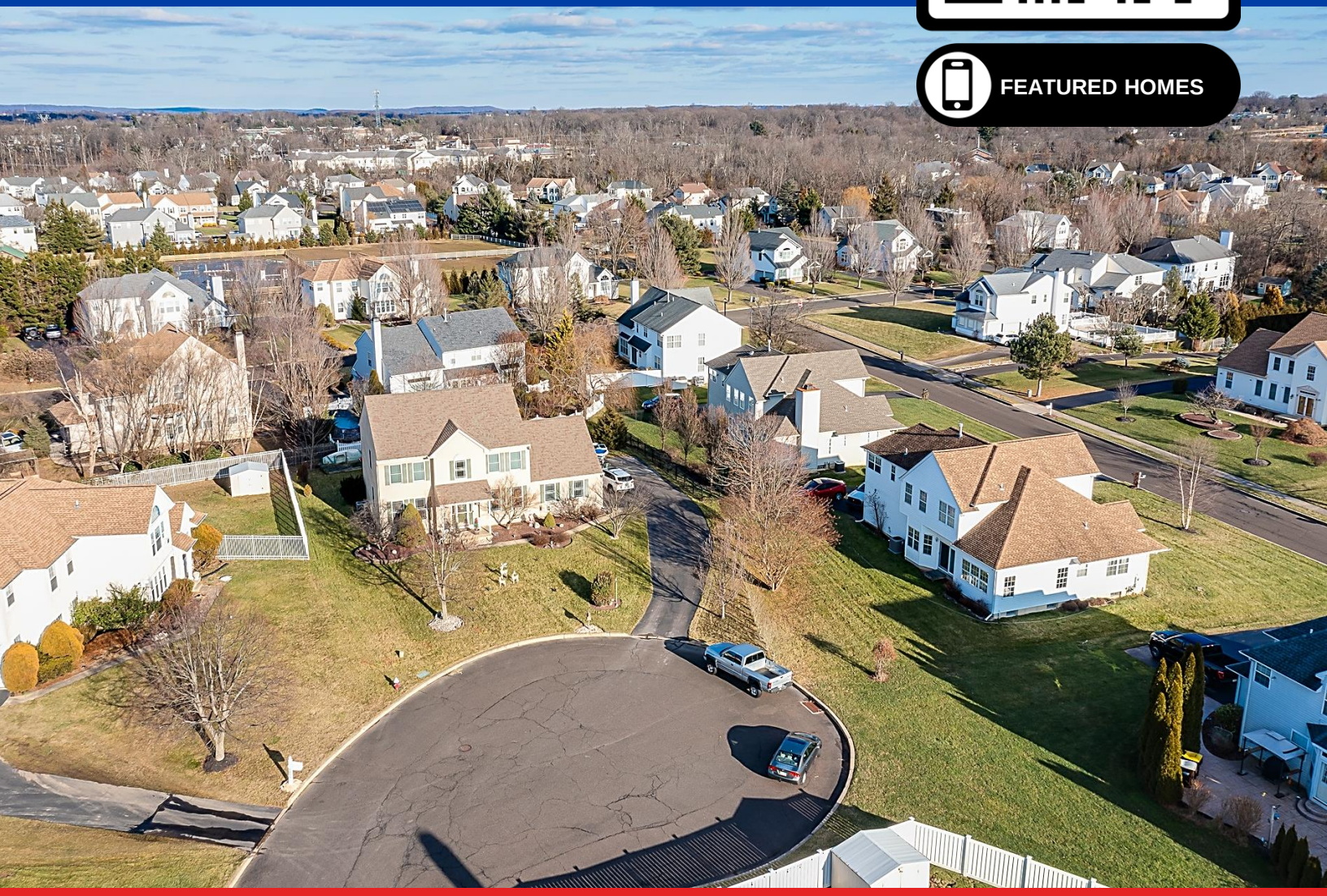
BUCKS COUNTY
PENNSYLVANIA

MY FEATURED HOMES IN BUCKS COUNTY

SEARCH

SCAN TO VIEW

FEATURED HOMES





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Homeowners Gained an Average of $28K in Equity over the Past Year

What Is Home Equity?

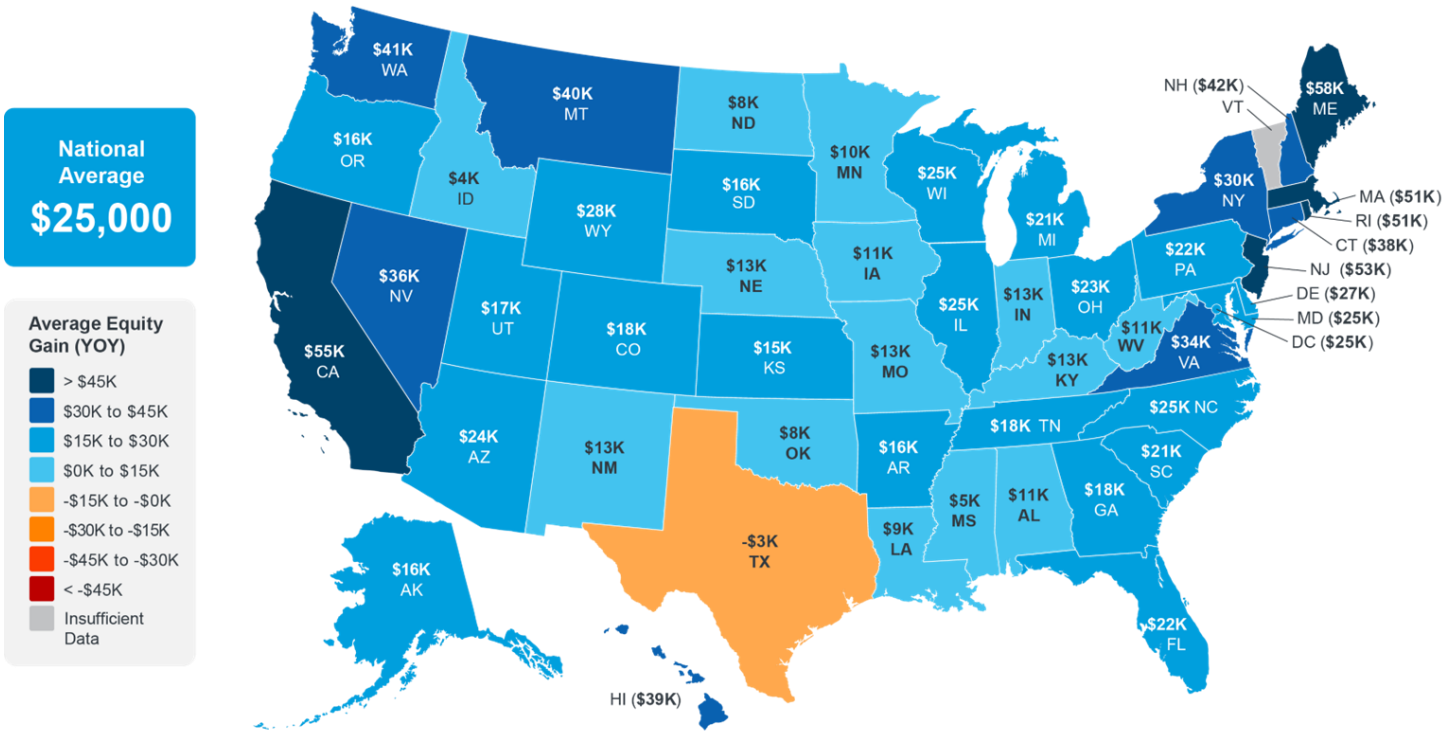
Equity is the current value of your home minus what you still owe on your loan. It goes up as:

- You pay down your loan
- Home prices appreciate



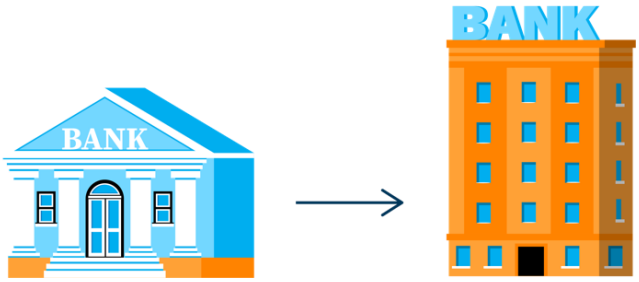
Homeowner Equity Gains over the Past 12 Months

Year-Over-Year, Q2 2024



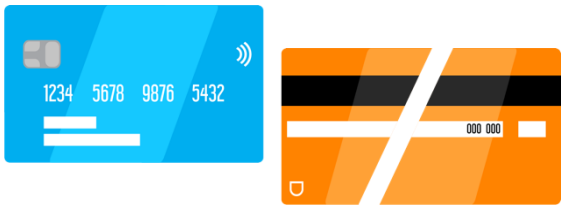
Source: CoreLogic

THINGS TO AVOID AFTER APPLYING FOR A MORTGAGE



DON'T change bank accounts.

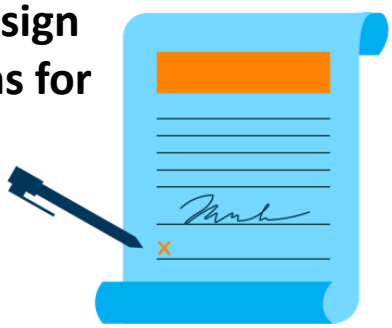
DON'T apply for new credit or close any credit accounts.





DON'T deposit cash into your bank accounts before speaking with your bank or lender.

DON'T co-sign other loans for anyone.





DON'T Make any LARGE Purchases!





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What If You Bought Your House Before the Pandemic?

If you bought your house prior to the pandemic, the equity news is even better. According to data from the *Washington Post*, home prices have grown by almost 54% since December 2019, meaning your home's value has likely increased significantly. As Lawrence Yun, Chief Economist at the *National Association of Realtors* (NAR), says:

> *"A typical homeowner accumulated $147,000 in housing wealth in the last five years."*

To give context to how much equity can stack up over time, Selma Hepp, Chief Economist at *CoreLogic*, explains the total equity a typical homeowner has today:

> *"Persistent home price growth has continued to fuel home equity gains for existing homeowners who now average about $315,000 in equity . . ."*

How Rising Equity Helps You

With how prices skyrocketed a few years ago, and the ongoing price growth in many areas today, homeowners clearly have substantial equity built up – and that has some serious benefits.

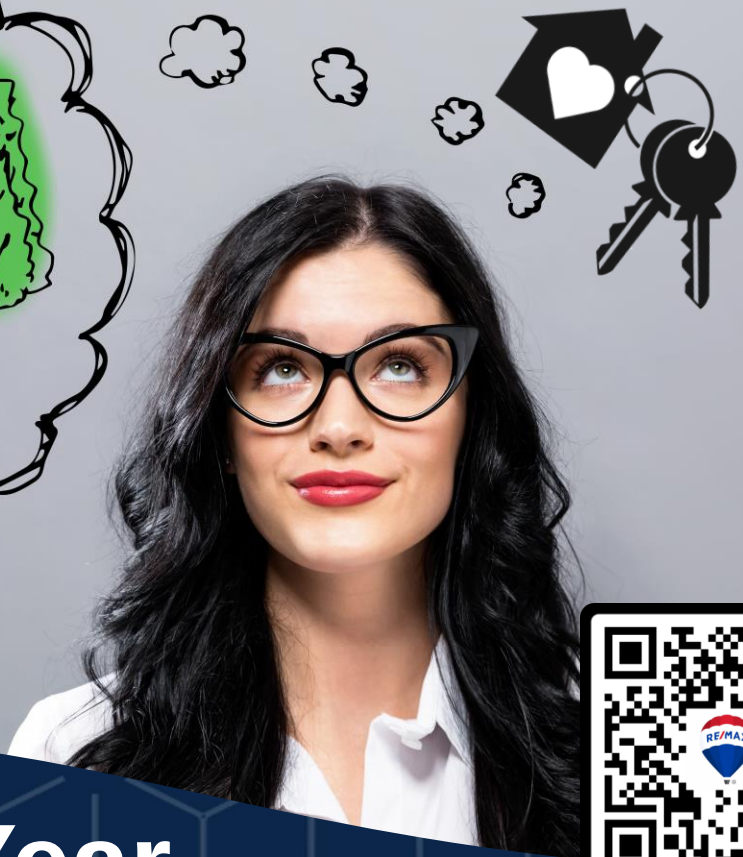
You could use it to start a business, fund an education, or even to help you afford your next home. When you sell, the equity you've built up comes back to you, and may be enough to cover a big part – or even all – of your next home's down payment.

Bottom Line

If you're planning to move, the equity you've gained can really help. Curious about how much you have and how you can use it to help pay for your next home? Let's connect.

Here's to new beginnings, endless possibilities, and making this year your best one yet!





FOR SALE

Happy New Year 2025!

As we step into a brand-new year, it's also the perfect time to step into a brand-new home!



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The Biggest Mistakes Sellers Are Making Right Now

The housing market is going through a transition right now. And sellers who aren't working with an agent may not realize that.

Here's the downside. If you're not informed, you can't adjust your strategy or expectations to today's market. And that can lead to a number of costly mistakes. Here's a look at some of the most common ones – and how an agent will help you avoid them.

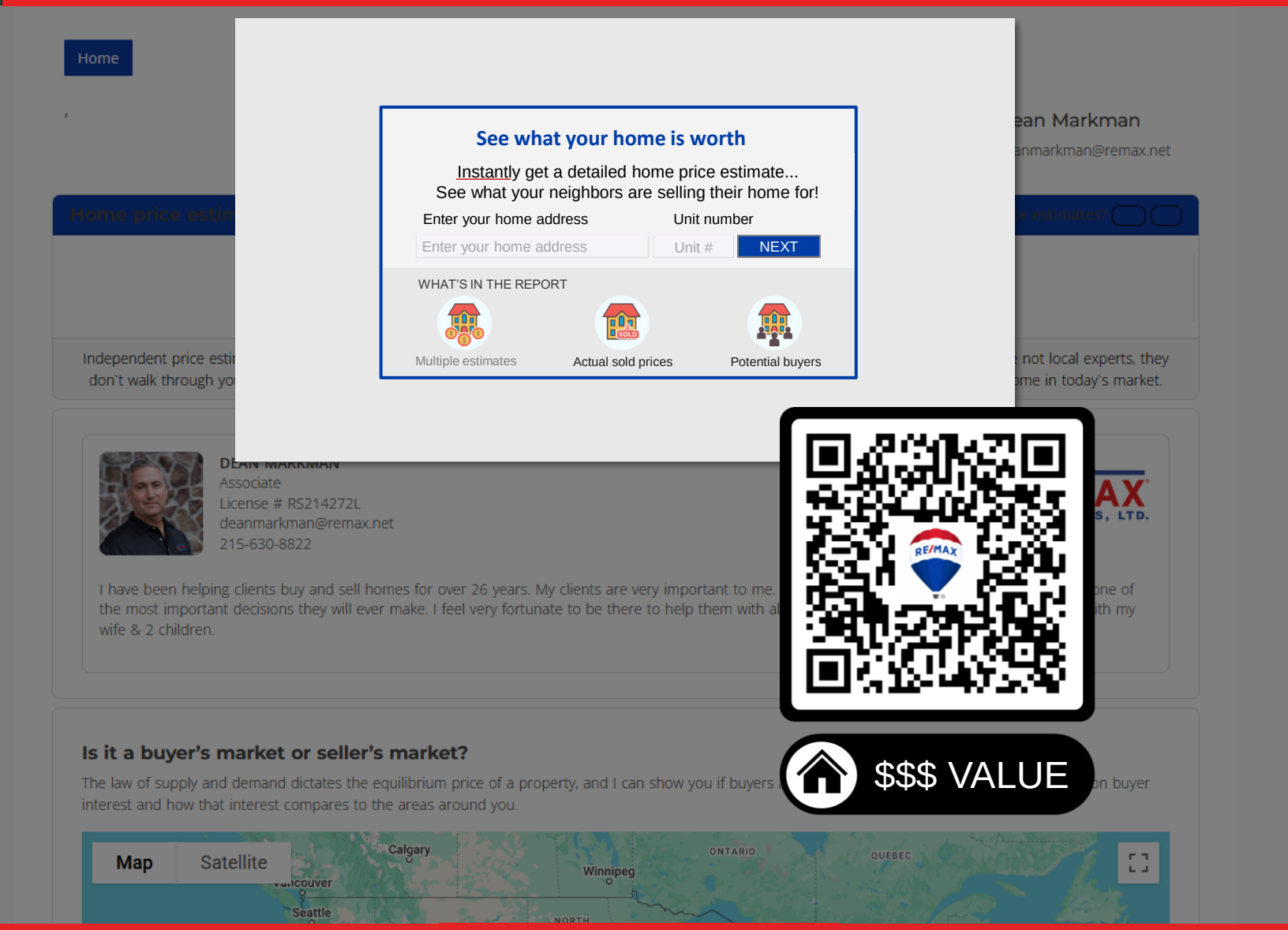
1. Overpricing Your House

Many sellers set their asking price too high and that's why there's an uptick in homes with price reductions today. An unrealistic price will deter potential buyers, can cause an appraisal issue, or lead to your home sitting on the market longer. An article from the *National Association of Realtors* (NAR), explains:

> *"Some sellers are pricing their homes higher than ever just because they can, but this may drive away serious buyers and result in unapproved appraisals . . ."*

To avoid falling into this trap, partner with a pro. An agent uses recent sales of similar homes, the condition of your house, local market trends, and so much more to find the price that'll attract more buyers and open the door for multiple offers and a faster sale.

FREE “Instant” Home Valuation…
What is your home worth, in 2 minutes or less!



$$$ VALUE



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“INSTANT” HOME VALUE





2. Skipping the Small Stuff

You may try to skip important repairs, thinking you can pass the task on to your buyer. But visible issues (even if they're small) can turn off potential buyers and result in lower offers or demands for concessions. As *Money Talks News* says:

> *"Home shoppers like to turn on lights, flush toilets and run the water. If these basic things don't work, they may assume you've skipped other maintenance. Homes that appear neglected aren't likely to fetch top price."*

If you want to get your house ready to sell, the best place to turn to for advice is your agent. A great agent will be able to do a walk through with you and point out anything you'll want to tackle before the photographer comes in.

3. Being Unwilling To Negotiate

The supply of homes for sale has grown. That means buyers have more options, and with that comes more negotiation power. As a seller, you may see more of today's buyers getting an inspection, requesting repairs, or asking for help with closing costs. You need to be prepared to have those conversations. *U.S. News Real Estate* explains:

> *"If you've received an offer for your house that isn't quite what you'd hoped it would be, expect to negotiate. . . the only way to come to a successful deal is to make sure the buyer also feels like he or she benefits. . . consider offering to cover some of the buyer's closing costs or agree to a credit for a minor repair the inspector found."*

An agent will walk you through what levers you may want to pull based on your own goals, budget, and timeframe.

4. Not Using a Real Estate Agent

Notice anything? For each of these mistakes, partnering with an agent helps prevent them from happening in the first place. That makes trying to sell a house without an agent's help the biggest mistake of all.

Real estate agents have experience and expertise in pricing, marketing, negotiating, and more. That knowledge streamlines the selling process and usually results in drumming up more interest that can ultimately get you a higher final price.

Bottom Line

If you want to avoid making costly mistakes like these, let's chat and make sure you're set up for success.

Check List for Selling Your Home

MAKE IT INVITING



- [ ] Open blinds or curtains to let the light in



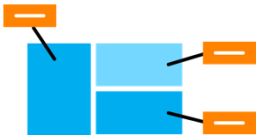
- [ ] Check lightbulbs and replace as needed



- [ ] Take down personal photos or items



- [ ] Fix anything that's broken



- [ ] Give every room a clear purpose

SHOW IT'S CARED FOR



- [ ] Clean your vents and baseboards



- [ ] Vacuum, mop, or sweep floors



- [ ] Declutter throughout

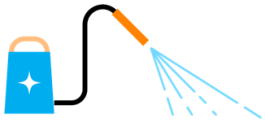


- [ ] Organize countertops, cabinets, and closets



- [ ] Touch up any scuffs on the walls

BOOST CURB APPEAL



- [ ] Power wash outdoor surfaces



- [ ] Wash the windows (inside and out)



- [ ] Tidy up the landscaping



- [ ] Freshen up your entry



- [ ] Sweep patios, decks, and walkways



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Working with an Expert Beats Going Solo

If you're thinking about selling your house on your own, called "For Sale by Owner" or FSBO, there are some important things to consider. Going this route means taking on a lot of responsibilities – and that can be quite a headache.

A report from the *National Association of Realtors* (NAR) found two of the most difficult tasks for people who sell their house on their own are **getting the price right** and **understanding and performing paperwork**. Here are a few of the ways an agent helps with those difficult tasks.

Getting the Price Right

Setting the right price for your house is important when you're trying to sell it. If you're selling your house on your own, you might ask for too much money (overpricing). Alternatively, you might not ask for enough (underpricing). Either misstep can make it hard to sell your house. According to *NerdWallet*:

> *"When selling a home, first impressions matter. Your house's market debut is your first chance to attract a buyer and it's important to get the pricing right. If your home is overpriced, you run the risk of buyers not seeing the listing.*
>
> *. . . But price your house too low and you could end up leaving some serious money on the table. A bargain-basement price could also turn some buyers away, as they may wonder if there are any underlying problems with the house."*

To avoid these problems, team up with a real estate agent. Agents know how to figure out the perfect price because we understand the local housing market. We use that expertise to set a price that matches what buyers are willing to pay, giving your house the best chance to impress from the start.





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Understanding and Performing Paperwork

Selling a house involves a bunch of paperwork and legal documentation that has to be just right. There are a lot of rules and regulations to follow, making it a bit tricky for homeowners to manage everything on their own. Without a pro by your side, you could end up facing liability risks and legal complications. As an article from *First American* explains:

> *"To buy or sell a home you need to accurately complete a lot of forms, disclosures, and legal documents. A real estate agent ensures you cross every 't' and dot every 'i' to help you avoid having a transaction fall through and/or prevent a costly mistake."*

So, instead of dealing with the growing pile of documents on your own, team up with an agent who can be your advisor and help you avoid any issues.

Bottom Line

Selling your house is a big deal, and it can be complicated. Let's work together to make the process smooth and free of avoidable stress.

Key Reasons To Hire a Real Estate Agent When You Sell

Thinking of buying or selling a home? Here are just a few reasons why you'll want a trusted real estate professional on your side.



Industry Experience

We're well versed in the housing market and know the ins and outs of the entire process.



Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



Pricing and Market Value

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase your next home.



Contracts and Fine Print

We help with all the disclosures and documents necessary in today's heavily regulated environment.



Marketing and Exposure

We have effective marketing tools and networks to attract more buyers.



Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.



Let's Chat.

I'm sure you have questions and thoughts about the real estate process.

I'd love to talk with you about what you've read here and help you on the path to selling your new home.

My contact information is below, and I look forward to helping you with your next move.



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