



**GILLIS REALTY
INCORPORATED**

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Selling Tips

When selling your home, attractive pricing and packaging are arguably the two most basic essentials. In our current real estate market, the buyers have a lot of choices. Since no two homes are the same, making that distinction between your home and the dozens of others is key.

Our experienced agents at Gillis Realty, Inc. are prepared to assist you with selling your home. We will be happy to prepare a CMA (Competitive Market Analysis) specific to your property. Where pricing is concerned, establishing that all important asking price is part science and part art, and there are several things you should consider.

- ◆ **Study past sales.** This is the starting point for any thoughtful and successful pricing strategy. Take the time to study past sale statistics for homes in your area and areas similar to yours. None will be identical, of course, but having a clear understanding of true market value is the first step in establishing your list price.
- ◆ **Review Active Listings:** Active listings have not sold. They are just your competition. It is important to be aware of your competition's pricing .
- ◆ **Leave some room for negotiation, but don't overreach.** No seller wants to feel he left money on the table, and no buyer wants to overpay. Your price should give both parties room to maneuver, but if it is too high, you risk being perceived as unrealistic, and buyers will pass over your home.
- ◆ **Think like a buyer.** What are the things that you value in a home? Is it a large yard, an updated kitchen or a view? These are likely the same things that your buyer values as well. Talk to your agent about current buyer trends. Yesterday's avocado Think like a buyer. What are the things that you value in a home? Is it a large yard, an updated kitchen or a view? These are likely the same things that your buyer values as well. Talk to your agent about current buyer trends. Yesterday's avocado green shag carpeting is today's granite countertop. The property facing the interstate is going to be a tougher sell than the one with a mountain view. Your price should reflect how your home compares to the others offered for sale. Buyers will find objections to any home, as none is perfect, but it is curious how quickly objections disappear when the price is compelling. carpeting is today's granite countertop. The property facing the interstate is going to be a tougher sell than the one with a mountain view. Your price should reflect how your home compares to the others offered for sale. Buyers will find objections to any home, as none is perfect, but it is curious how quickly objections disappear when the price is compelling.
- ◆ **React swiftly and decisively.** If your home is on the market and is not being shown or if you receive feedback that you are priced too aggressively, don't hesitate to adjust your price.



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