

Selling your home at fair market value

When you decide to sell your home, one of the first decisions you will face is "how much should I ask?"

You want to price your home low enough to produce a quick, efficient sale, but still high enough to get a reasonable return on what is probably your major investment. Therefore, it is essential to determine a fair market value.

"Fair market value" is defined as the price a willing buyer will pay to a willing seller without duress or pressure.

Like any other product, the value is based on supply and demand. However, no two homes are exactly alike. Factors such as community, location, age, condition, improvements, and design all have an impact on a home's worth. Since similar homes compete for the same buyers, you will have to make sure your home is priced competitively.

The state of the market also affects value. If there are a lot of homes for sale and just a few people interested in purchasing — a "buyers market" — prices tend to go down. You may need to lower your estimate of value in this kind of market.

In a "sellers' market," there are many buyers and fewer homes for sale. In this case, you can expect to receive a slightly higher price for your home.

You probably have a rough idea of the general price range for homes like yours by talking to friends and neighbors, reading newspaper articles and real estate advertisements, and comparing your home to others which have recently been sold in your neighborhood.

What you need now is solid, factual information that will allow you to judge the value more accurately.

Your best source for this kind of information is a real estate sales representative, who deals with buyers and sellers on a day-to-day basis.

Reputable representatives will provide you with a market evaluation of your home, free of charge or obligation. This evaluation will take into account market conditions, asking and selling prices for homes of the same type and all the special features that make your home unique.

Your representative also has

access to complete computer information on the homes in your community that have recently sold and that are currently listed for sale.

By entering information about your home into the computer — i.e. location, size and special features — the representative can get a list of similar homes, complete with asking and selling prices. Then you can compare these homes with yours, discussing the differences and how they will affect the value.

If you overprice your home, you are taking a number of risks: (1) It will take much longer to sell it and (2) You will probably have to reduce your price to a more realistic market value. Such reductions don't help your bargaining position.

Location is the major factor affecting the value of your home. Virtually everything else can be changed by the buyer, but the location is fixed.

Consider the age and condition of your home. Will the purchaser face hundreds of dollars in repairs? Can you offer new heating, wiring, plumbing, and a sound roof? How about walkways, driveway and porch? Some expenditure on maintenance may be worthwhile. You should discuss these issues with your sales representatives.

Also take into account any improvements and renovations that have been made, and the true value they add to your home. If you have recently added a pool or renovated a bathroom or kitchen, you may not be able to automatically add the full cost on to the selling price of your home. A real estate sales person can provide you with an objective assessment of the value any improvements have added to your home.

Finally, you should consider the question of listing or asking price. Here again, your agent's experience will be useful.

The difference between listing and selling prices can differ widely, because of market factors your representative will be familiar with. But, as a rule of thumb, you could probably count on a quick sale if you add about \$3,000 to your estimate of value. In a stable market, most homes seem to sell for about \$2,000 to \$5,000 below list price.

This article is provided by local realtors and the Ontario Real Estate Association (OREA).



"PERFORMANCE COUNTS!"

SOLD

ARTHUR F. JOHNSON & ASSOCIATES LIMITED REALTOR

877-5165

24-Hour Pager



Tor. 874-3040
Res. 877-7578



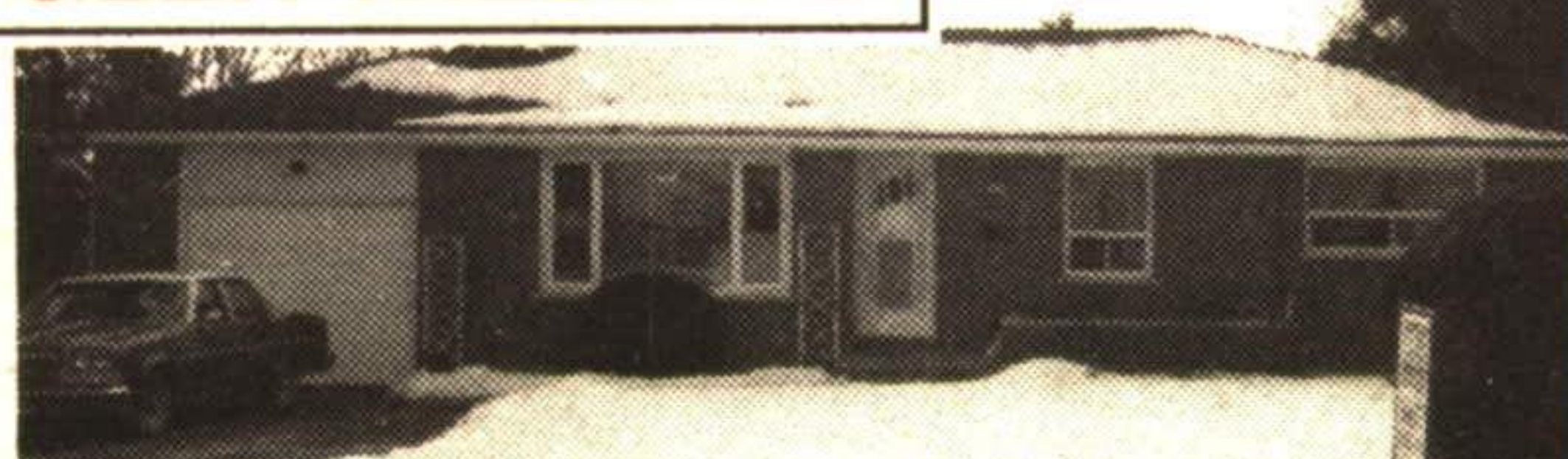
Georgetown Indoor Mall Display Centre

"YOUR HOME EXCLUSIVELY DISPLAYED" EVERY WEEK UNTIL ITS SOLD!!
Call BRENDA FOR DETAILS.



BRENDA PAYTON
Sales Representative*

GLEN WILLIAMS!



PEACE & PRIVACY
on 1/3 acre lot. 3 bedrooms, brick & aluminum bungalow. Priced to sell! Call Brenda* to inspect. 93-2-146

SPECIAL HOME



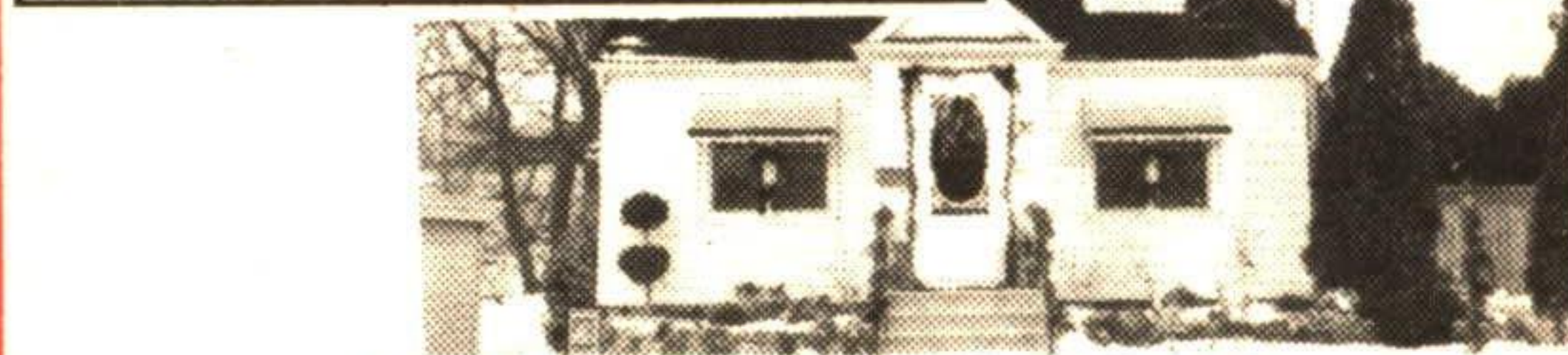
SPECIAL PRICE!
4 bdrm, sidesplit with income potential from nanny suite! Upgraded windows - 3 walkouts, den plus recreation room! Better hurry! Call Brenda*. 93-2-168

SQUEAKY CLEAN!



REDUCED TO SELL!!
Finished from top to bottom! 3 plus bedrooms, 2 baths, eat-in kitchen, super private lot. Call Brenda*. 93-2-185

REDUCED AGAIN



WANT PERFECTION?
Take a closer look! Totally upgraded from top to bottom. Pine & antique brick & brass! This home has the character you're looking for!! 93-2-134

REDUCED!!



LARGE HOME & LOT! \$154,900
4 bdrm. home with eat-in kitchen. Main floor den with walkout to patio. Basement offers laundry area, workroom & rec room area. Call Brenda*. 93-2-152

IMMACULATE!!



CUDDLE BY THE FIRELIGHT!
Seeing is believing! 4 bdrms., 3 baths, private lot faces south! Popular Greystone Crescent. Reduced for sale! Call Brenda* 92-3-498

EXTRA EXTRA!



CAR BUFF? TRUCKER?
Oversized double garage will suit you on one full acre. Large rooms, 2 walkouts, 2 fireplaces, 2 baths. Better hurry, this one is reduced to sell! 93-2-101

SOLD



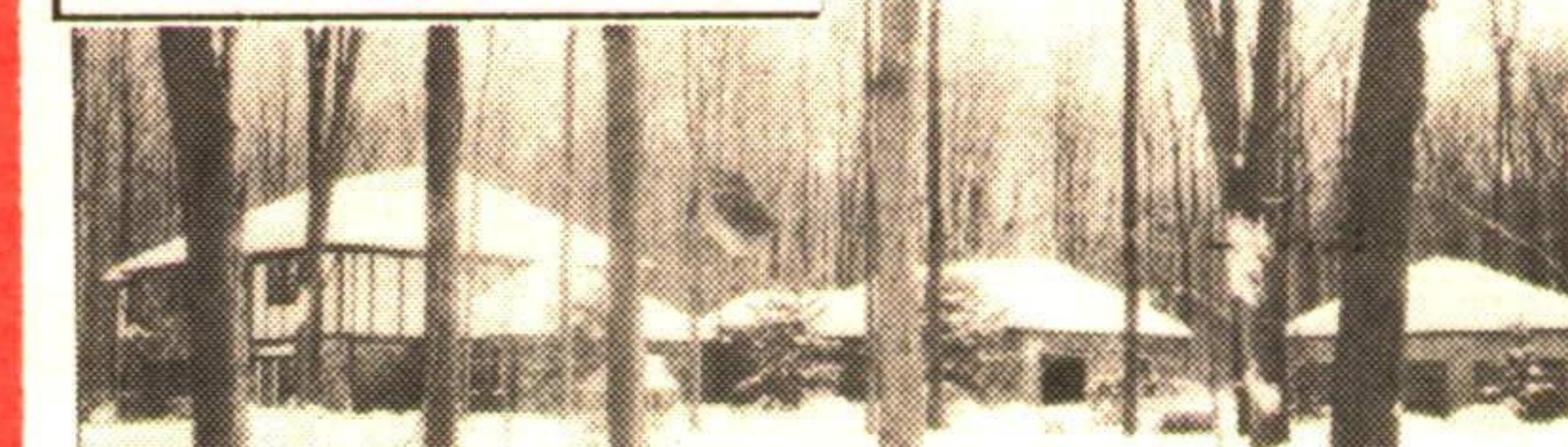
CALL BRENDA FOR A FREE ACCURATE MARKET ANALYSIS OF YOUR HOME!!
92-1-514

ESTATE LOT!!



MEAGAN MEADOWS!
NEW! 3200 SQ. FT.
Spectacular entry hall with circular staircase! Four bedrooms, each having its own bath. 2 fireplaces, inground pool, professionally landscaped! Call Brenda*. 93-2-174

NEW & NIFTY!



WOODED CALEDON MOUNTAIN
4500 sq. ft. home on 3 plus acres. 5 bdrms., hot tub room, indoor pool, tennis anyone? Call Brenda*. 93-2-197

Countrywide

ALL PRO REALTY INC.

...the obvious choice 873-3377
Tor: 874-3057



Joan Parkinson
Sales Representative*
Res: 877-4830

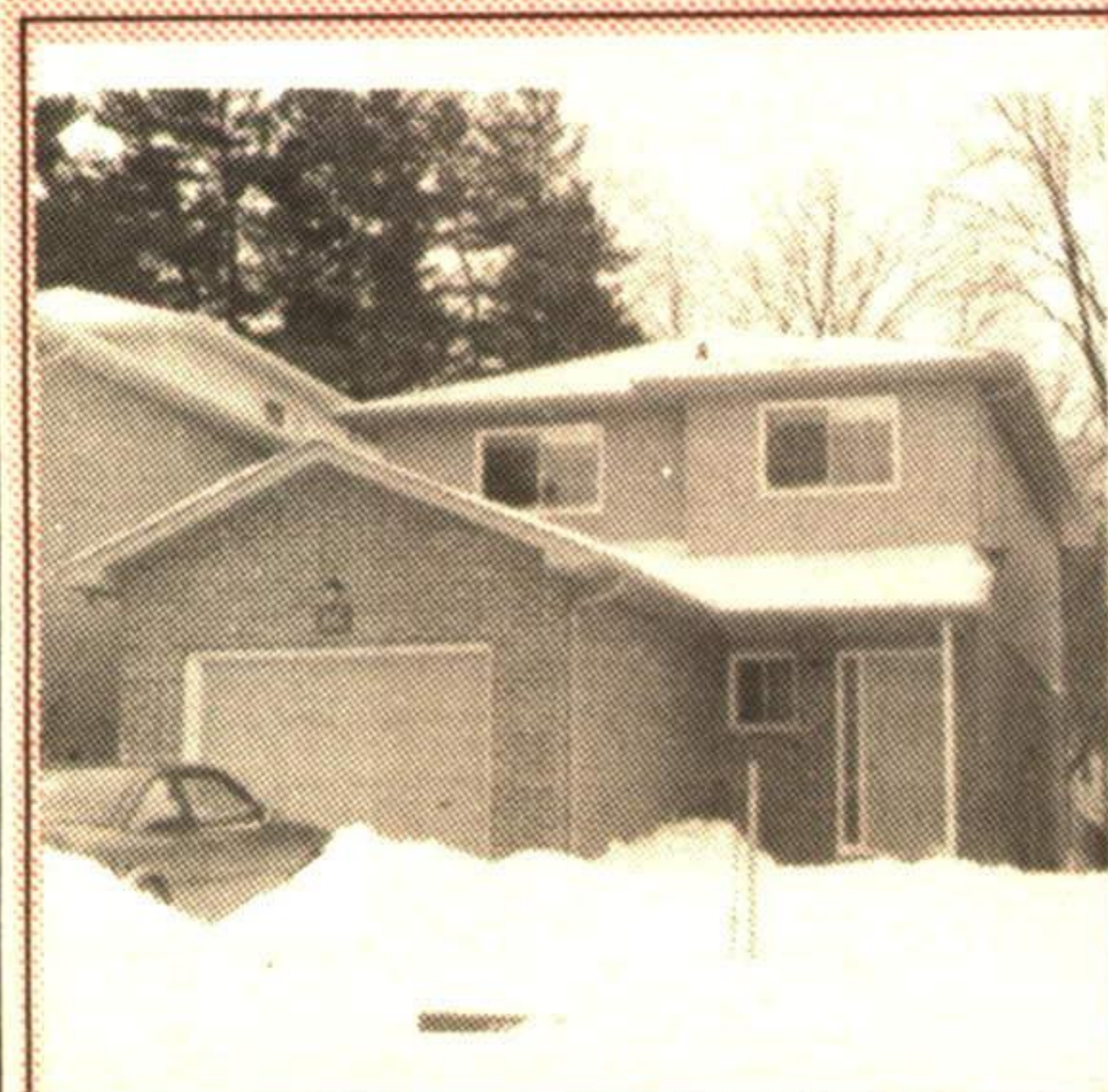
PRESENTING...

16 Rosset Valley

\$179,900



Michelle Corney
Sales Representative*
Res: 877-0848



- * Main floor family room with fireplace.
- * 2-1/2 baths.
- * Large master with ensuite and walk-in closet.
- * 3 bedrooms.
- * Completely finished basement.
- * Backing onto parkland.

Call Joan Parkinson*
or
Michelle Corney*
873-3377

Get Sold!
Call
Brenda Payton

"PERFORMANCE COUNTS!"

Not intended to solicit properties already listed for sale.