

SOUND OFF *Laura Cruger*

Why is my home not selling, even in a seller's market?



If you're experiencing this dilemma as your house continues to sit on the market while other homes around you are going under deposit, you may need to ask why this is happening. Since we are in a seller's market, here are a few things to ponder on to possibly change that.

Typically speaking, you should see the most activity within the first 30 days of your home hitting the market. Within the first two weeks, you should have a good gauge as to pricing and interest. If after 30 days of market time, you

have not received an offer on the property, I usually advise my sellers that we will need to revisit and re-evaluate our marketing strategy and make any necessary adjustments that may be needed, based upon showing and agent feedback. If a home is priced well, it will sell regardless of condition.

You only have one chance to make a first impression, so make it count. Even in a seller's market, you need to do the work necessary to make your home out shine your competition. Start by making sure your outside space is

warm and inviting. Remove any clutter from inside the home.

Many times I will suggest staging the home to impress your potential buyers. You need to be show ready at all times. Buyers are searching online, so professional photos are important to showcase your home at first sight. This will help your home sell faster.

You want to be as flexible as possible with showings. Buyers can't buy what they can't see. If there are pets in the house, remove them for the showing, per-

haps take them for a walk or if need be, contain them in one place. You don't want your pets to be a distraction to the buyer when they are viewing your home.

Lastly, keeping good communication with your agent throughout the marketing and sales process is key to a successful outcome of your home sale.

*Laura Cruger,
William Pitt Sotheby's
International Realty
(203) 948-1103,
Lcruger@wpsir.com,
Lauracruger.williampitt.com*