



Tammy Murphy

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HOW TO SELL ABOVE Asking Price



In 2016, 39% of sellers sold their home at or above their asking price. Here are the top common traits of successful sellers:

THEY PLAN AHEAD



Sellers who start preparing to sell their home before officially listing tend to be more successful at selling their home for top dollar.

Nearly three in four sellers (71%) turn to online resources to help prepare for selling:

Real Estate Websites

73%

Brokerage Listing Services

40%

They also seek home pricing tools:



THEY ENLIST A TRUSTED AGENT

90% of sellers who sell above asking price work with an agent, and 58% of those sellers begin working with an agent at the very beginning of the sale process.

Successful sellers vet their agent carefully:

86%

place a heavy emphasis on their first impression of the agent

73%

evaluate whether the agent could help them sell for top price

68%

considered or interviewed at least two agents

66%

value an agent's recent sales and local reputation

THEY UPDATE THEIR HOME

Sellers who fetched above asking price tackled expensive and messy renovation projects before selling, rather than passing them on to buyers.

The five most common repairs/renovations include:



45%

#1

paint the interior or exterior of the house

31%

#2

renovate the bathroom



27%

#3

bolster curb appeal



26%

#4

replace or add new flooring or carpet



25%

#5

renovate the kitchen



THEY RECOGNIZE ONLINE APPEAL IS THE NEW CURB APPEAL

Sellers who sold for more than asking price made imagery and home information available across as many online platforms as possible in their quest to market their home.

The five most common ways to maximize online appeal:

48%



#1

had professional photos taken of their home

30%



#2

shot video of their home

28%



#3

shared their listing on social media

26%



#4

had their home professionally staged

21%



#5

shot drone footage



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