

presents the



their asking price. Here are the top common traits of successful sellers: EY PLAN AHEA.

In 2016, 39% of sellers sold their home at or above

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 **Brokerage Listing Services**

73%

40%

They also seek home pricing tools:

66% 63% 31%

Online Home Price Estimate Tools

73%

66%

THEY ENLIST A TRUSTED AGENT

Requesting Advice

From Agents or

Friends

Hiring an

Appraiser

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: place a heavy emphasis on their first impression of the agent

evaluate whether the agent could help

considered or interviewed at least 68% two agents value an agent's recent sales and

them sell for top price

THEY UPDATE THEIR HOME

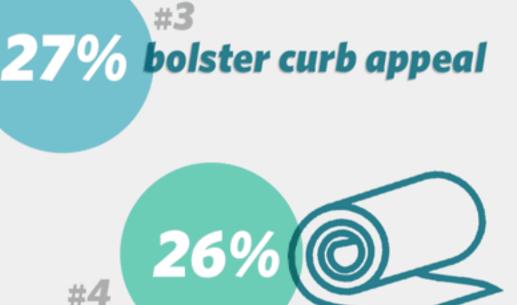
local reputation

rather than passing them on to buyers. The five most common repairs/renovations include:

Sellers who fetched above asking price tackled

expensive and messy renovation projects before selling,

45% paint the interior or exterior of the house



THEY RECOGNIZE

ONLINE APPEAL

renovate the kitchen

#5

48%

28%

21%

replace or add new flooring or carpet

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:

had professional photos

taken of their home

shared their listing on

professionally staged

shot drone footage

shot video of their home

social media **26%** had their home

Source: PROFILE OF HOME BUYERS AND SELLERS 2016. Zillow, "Consumer Housing Trends Report 2016

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