

Real Estate Statements

BY PAUL WRIGLEY



Welcome to my second “Realestatement” column. On a regular basis, I look forward to providing answers to any questions you may have about real estate. Whether you are in the process of selling or buying a property or maybe you are a landlord, I look forward to answering your questions. In this second column we will examine a question I get asked each day by homeowners selling their property:

How much money should you ask for when selling? Whose advice should you consider when setting the selling price of your property?

There is no question that selling your home in any market is fraught with unforeseen challenges, but what most people forget, is that people buying today have more to consider than just beating you down on price.

After all, no one will buy a home based solely on getting the lowest price. What is often overlooked is that people buy property to live in, because they want a home that provides them a standard of living and a lifestyle to match. Yes, they may well be able to get a cheaper property at the other end of the street, but that cheaper property may not come with a nicely laid out garden and that feeling which immediately says - this is home!

What price should you set?

This is where the value of a good agent is essential. They have a feel for what the market is willing to pay, and their advice will be a great help in coming to a final decision about price.

Don't be fooled by an agent who assures you of a price that doesn't match the reality of what other homes have sold for in recent months.

If you are serious about selling and want to sell within weeks, set a price that the market is willing to pay, not an inflated price that will move potential buyers onto the property down the street.

Which is why working with a reputable agent who has been in the market for many years can be such a great help.

If you have a question you would like answered, please forward your request to my email address: paulw@raywhitetoronto.com.au and I shall provide you an answer through this column.

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