



# What You Can Do to *Sell Your Home – Right Now!*

December 2008—News Extra



 *Molly Ells*

Associate Broker  
AB, ABR, ASR, CRS, GRI,  
EcoBroker, e-PRO, TRC

Business: 360-692-6102  
Seattle: 206-282-5340  
Cell: 360-620-2690  
[mollyells@windermere.com](mailto:mollyells@windermere.com)  
[www.mollyells.com](http://www.mollyells.com)

  
Windermere Real Estate/West Sound, Inc.

*If you are already working with an agent, this is not meant as a solicitation for that business.*

*M*any sellers with homes listed for sale currently face a challenge. With consumer concern at an all time high over the crisis in the financial markets, many buyers have decided to wait for stability to return to the economy before they buy their next home.

If your home is listed right now, then I'm sure you know how frustrating it can be to sit and wait while your phone doesn't ring. There is an oversupply of available properties and a shortage of buyers, causing an imbalance that America hasn't seen for quite a long time.

But here's the good news—some homes **are** selling. Some sellers have cracked the code for what to do to find buyers in today's market and they're reaping rewards in a time of uncertainty.

So what do these homes that are selling all have in common? They are priced aggressively, show extremely well, and have savvy sellers who are flexible on both price and terms. Gone are the rigid days of, "That's how much it's worth. Take it or leave it."

For anyone who truly wants to sell in today's real estate market, nothing is smarter than a 5% price reduction. While on the surface this may seem like a substantial amount of money, it pales in comparison to the opportunities that exist on the buying side.

The same home that you would have bought from someone else has also lost 5% of its value. So, it's a wash. Other sellers are just as frustrated as you are and they're ready to play ball with you on the other side.

Yes, you may lose 5% of your asking price when selling this way. But you're going to get it back when you buy your next property.

If you're a seller holding on to an overly optimistic price, then maybe it's time to take a hard look at the market. Yes, it will rise again—someday. But nobody knows when that day will be. It could be two years, four years, or even six years in the future. Are you willing to wait that long for a perceived loss that you'll get back anyway?

So instead of sitting and waiting—and sitting and waiting—for the market to meet your price, why not meet the market? Once you do, your real estate agent will be in a much better position to negotiate for you because you'll have realistic market numbers on your side.

Want to see exact numbers of what this would look like? Then just give me a call at (360) 620-2690 or send an email to [mollyells@windermere.com](mailto:mollyells@windermere.com). Don't waste any more time (and money) waiting for a market that may let you down for a long time to come.

 *Specializing in the Difficult  
Excelling in the Impossible*®



ERROR: undefined  
OFFENDING COMMAND:

STACK: