



Solid Strategies For Selling & Buying Right Now

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

With all the economic realities over the past 3 years – from job losses to bank failures to foreclosures – it’s easy to see why many people are nervous about buying or selling real estate. But the truth is, there has never been a better time to either get into the market for the first time, or sell your current home and buy a new one. Why? Because real estate is still a very sound investment.

According to the National Association of REALTORS®, even with several years of price declines, the typical seller who purchased a home eight years ago experienced a median gain of 24 percent.

If you currently own your home and have been thinking about selling, here are some tips to getting the highest return on your investment so that you can purchase the next home that fits your needs.

1. **Price your home to meet the market.** While you may feel like you’re giving away money by selling your home for less, you’re going to save on the other end when you purchase your new home. And, you will likely be very surprised at how many extra amenities you can now afford.
2. **Be flexible when negotiating on the sale of your home.** Now is not the time to dig in your heels with buyers. There are so many homes on the market that it’s easy for buyers to walk away from your home if they feel like you aren’t being realistic about the market.
3. **Listen to your agent.** This is not the time to go it alone – you need

expert advice to navigate all the variables of today’s home sale transaction. You also need to know what buyers are thinking, and how they are approaching real estate negotiations.

If you are ready to buy your first home, this is a great time to get into the real estate market. Interest rates are still remarkably low and so are home prices. Smart buyers right now need solid strategies that include:

1. **Do your homework.** It goes without saying that you really do need to know what your local market looks like. You need to know what homes are selling for, and you need to know what kinds of concessions sellers are making.
2. **Arrange for your financing.** In most cases, you will need a lender to help you buy a home. A savvy buyer will have met with a reputable lender, determined exactly how much home they can afford, have all of their paperwork in order, and be ready to complete their loan package in a matter of days.
3. **Again – listen to your agent.** You need to know how to structure an offer that will be acceptable with today’s sellers, including knowing how to negotiate a price that works for you, but also works for the seller. If you are making an offer on a short-sale or foreclosed home, make certain your agent has experience with this segment of the market.

If the time is right for you to sell or buy, give me a call at (360) 620-2690 or send an email to www.mollyells@windermere.com. Together we will create a successful real estate investment plan tailored just for you.

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Excelling in the Impossible* ®