



3 Must-Do's When Selling Your House in 2024

If one of the goals on your list is selling your house and making a move this year, you're likely juggling a mix of excitement about what's ahead and feeling a little sentimental about your current home.

A great way to balance those emotions and make sure you're confident in your decision is to keep these three best practices in mind when you're ready to sell.

1. Price Your Home Right

The housing market shifted in 2023 as mortgage rates rose and home price appreciation started to normalize once again. As a seller, you still need to recognize how important it is to price your house appropriately based on where the market is today. Hannah Jones, Economic Research Analyst for *Realtor.com*, explains:

"Sellers need to become familiar with their local market and work closely with a local agent to make sure their listing is attractive to buyers. Buyers feeling the pressure of



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"Our agent made the process of buying comforting and as less stressful as possible! We could count on her to answer questions at any time during the day.

We appreciate her tremendously!!"

-Miguel M. & Janae B.

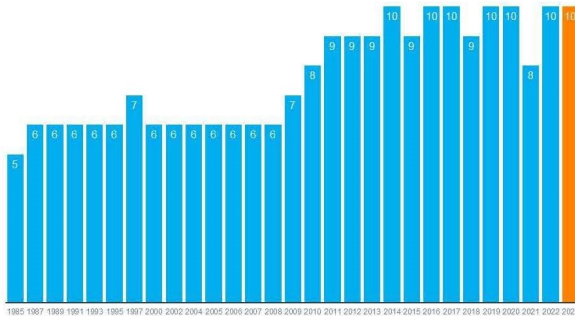
affordability are likely to be pickier, so a well-priced, well-maintained home is the ticket to drumming up big demand."

If you price your house too high, you run the risk of deterring **buyers**. And if you go too low, you're leaving money on the table. An experienced **real estate agent** can help determine what your ideal asking price should be, so your house moves quickly and for top dollar.

2. Keep Your Emotions in Check

Today, homeowners are staying in their houses longer than they used to. According to the *National Association of Realtors* (NAR), since 1985, the average time a homeowner has owned their home has increased from 6 to 10 years (*see graph below*):

Today's Homeowners Are Staying in Their Houses for an Average of 10 Years



Source: NAR

This is much more than what used to be the norm. The side effect, however, is when you stay in one place for so long, you may get even *more* emotionally attached to your space. If it's the first home you bought or the house where your loved ones grew up, it very likely means something extra special to you. Every room has memories, and it's hard to detach from the sentimental value.



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For some homeowners, that makes it even tougher to separate the emotional value of the house from fair market price. That's why you need a real estate professional to help you with the negotiations and the best pricing strategy along the way. Trust the professionals who have your best interests in mind.

3. Stage Your Home Properly

While you may love your decor and how you've customized your house over the years, not all buyers will feel the same way about your vibe. That's why it's so important to make sure you focus on your home's first impression, so it appeals to as many buyers as possible.

Buyers want to be able to picture themselves in the home. They need to see themselves inside with their furniture and keepsakes – not your pictures and decorations. As Jessica Lautz, Deputy Chief Economist and Vice President of Research at NAR, says:

"Buyers want to easily envision themselves within a new home and home staging is a way to showcase the property in its best light."

A real estate professional can help you with expertise on getting your house ready to sell.

Bottom Line

If you're considering selling your house, let's connect so you have help navigating the process while prioritizing these must-do's.



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- 2518 square feet
- 4 bedrooms, 3 bathrooms
- Single level
- Desirable West Valley neighborhood
- Open floor plan
- Gas Fireplace
- Perfect for entertaining
- Large backyard
- Built in 2005

Call for more information



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The Benefits of Working With an Agent When You Sell Your House

Thinking about selling your house? Here are just a few ways the expertise of a trusted real estate agent can make a big difference.



Industry Experience

They're well versed in the housing market and know the ins and outs of the entire process.



Expert Insights

They simply and effectively explain today's market conditions and what they mean for you.



Pricing and Market Value

They help you understand today's home values when setting the price of a listing or making an offer to purchase your next home.



Contracts and Fine Print

They help with all of the disclosures and documents necessary in today's heavily regulated environment.



Marketing and Exposure

They have effective marketing tools and networks to attract more buyers.



Negotiation Experience

They act as a buffer in negotiations with all parties throughout the entire transaction.

Let's Chat

Do you have questions and thoughts about the real estate process?

We would love to talk with you about what you've read here and help you on the path to buying or selling your house. Our contact information is below, and we look forward to working with you.



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