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Sound off

Austin Business Journal

QUESTION: What advice would you give people trying to sell their homes in the current market?

Robin Curle
Realtor
JB Goodwin Co.

A: I have found that few people have a vision of what a property could look like with upgrades. Hire an agent who is an aggressive marketer, who has a marketing campaign designed around your home, and ask what upgrades he or she would suggest you make in order to sell your home quickly and at top dollar. The money spent will be returned in the price for your home. Also, remove all clutter if you are still living in the home. If you are not living in the house, staging the home helps with the vision and makes the home warmer.

Tausha Carlson
Realtor, owner
Marathon Real Estate

A: With the changes in the market, price and exposure are the two most important factors to selling a home. Buyers have so many options right now that pricing the property comparably is critical to selling it. Marketing your home is the other key factor to selling it. This is where using a Realtor is essential. I suggest looking for a Realtor who is aggressive, excellent at follow-up, and who is going to maximize Internet exposure. Nearly two-thirds of buyers search on the Internet for homes, so a Web presence is essential.

Courtesy of JB Goodwin