

**SHOULD
I SELL MY
HOME?**



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SHOULD I SELL MY HOME?

Selling a home is a big decision that requires careful consideration, especially in today's economy. Let's take a closer look at the reasons why you'd sell your home and whether now is a good time to make a change.





TOP 5 REASONS TO SELL

- 1 Growing Family Size:** When adding onto your family, you'll typically need more space.
- 2 Relocating:** Job transfers and new opportunities in your career may lead to you needing to relocate and sell your home to move to a different area.
- 3 Downsizing:** Empty nesters might sell a larger home to downsize to a smaller property that requires less maintenance and upkeep.
- 4 Retiring:** Oftentimes after retirement, selling your home is necessary to live closer to loved ones, move to your dream retirement location, or to relocate to a retirement community.
- 5 Inheriting Property:** Selling a home may be part of an estate planning strategy to distribute assets among beneficiaries.

WHAT TO CONSIDER WHEN SELLING

Here are some key factors to consider when selling:

- **Current Market Conditions:** Housing inventory remains low and has been one of the biggest hurdles for buyers due to many homeowners staying put after record-low rates in 2020 and 2021. This means it's a great time to sell to get top dollar for your home.
- **Home Prices:** Home prices are continuing to increase which means your equity has likely increased as well. This can provide you with more financial security to build wealth and can help make you eligible for better borrowing terms due to having a larger down payment, if you are thinking about buying another home.
- **Personal Finances:** Are you planning to downsize or buy a larger home? Your plans for your next home can influence the timing of your sale.
- **Market Trends:** Trying to predict what will happen in the market is a hard game to play. If you're looking to buy another home while selling a home, it's important to connect with a Churchill Home Loan Specialist to get the smartest mortgage plan for your unique situation.



PREPARE YOUR HOME TO SELL

When you show off the true potential of the house, it makes it easier to sell. Staging your home is a smart investment and can help seal the deal with buyers when you're trying to sell your home.

The 3 Most Important Staging Strategies

- You don't have to stage every single room in the house. Just focus on rooms that will make the biggest impact (i.e. living room, kitchen, primary bedroom).
- You want to highlight the square footage and create a nice flow from room to room.
- Keep things fresh and clean, free of extra furniture, clutter, and personalized belongings.

Don't Forget About Curb Appeal

It's important to make a good first impression. Focusing on the exterior of the home can help bring in offers more quickly.

Ideally this means:

- Landscaping for both the front and back yards
- Toys and sporting equipment is put away
- Hedges are trimmed, and leaves are raked
- Porch and walkway are cleaned and looked welcoming
- Exterior of home is power washed
- Gutters are cleared



KNOW THE DIFFERENCE BETWEEN LOOKERS AND BUYERS

While you might get more foot traffic if you decide to sell your home without an agent, Realtors tend to bring in qualified buyers, not “Sunday afternoon shoppers.”

A qualified buyer is ready, willing, and able to buy your home. We’ve found that most people who go looking at “For Sale by Owner” homes are just starting to think about moving.

They may be good buyers, but usually not for about 6-9 months down the road (and you don’t want your house on the market for that long, if you can help it). These buyers will more than likely decide to work with an agent once they get a feel for the market and “window shop” for a bit.



NEGOTIATIONS

When selling your home, negotiations can cover various aspects of the transaction. Here are some key things you might need to negotiate:

- **Offer Price:** Negotiating the offer price is one of the most significant aspects of selling your home. Be prepared to counteroffer or negotiate to reach an agreement.
- **Closing Date:** Many buyers will have specific timelines such as needing to move by a certain date.



- **Closing Costs:** Some sellers agree to cover a portion of the buyer's closing costs to facilitate the sale.
- **Personal Property:** Negotiate what personal property (if any) will be included in the sale of the home. This could include items like appliances, drapery, and even furniture in some cases.
- **Repairs and Credits:** If the buyer's inspection shows issues with the property, you may need to negotiate whether you make repairs, offers credits for repairs, or adjust the purchase price accordingly.

Remember, negotiation is a give-and-take process. Having a Realtor can greatly assist you in navigating these negotiations and ensuring a successful sale.



THINKING ABOUT BUYING A NEW HOME?

The reasons for selling a home vary. If you're looking to purchase a new home while selling your current home, here are some tips:

- Keep communication open with your Realtor.
- Connect with your Churchill Home Loan Specialist to find the smartest mortgage plan for your goals.
- Ask about our Home Buyer Edge program with the \$10K Seller Guarantee to make your offer stand out in this competitive market!

What's next?

Go to www.churchillmortgage.com/should-you-sell-your-home and fill out the Should I Sell My Home Survey to connect with a Churchill Home Loan Specialist.



Should I Sell My Home?

What is the right move to make in this market?

START



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NEED MORE INFORMATION?
Just reach out to your local Home Loan Specialist

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