

# “Did You Know?”

from Ken LeMay

35 Plus Years of Experience

Your Source for Real Estate Information

## 2 Tips For Getting The Most Money When Selling Your House

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Every homeowner wants to make sure they get the best price when selling their home. But how do you guarantee that you receive maximum value for your house? Here are two keys to ensuring you get the highest price possible.

### 1. Price it a LITTLE LOW

This may seem counterintuitive. However, let's look at this concept for a moment. Many homeowners think that pricing their home a little OVER market value will leave them room for negotiation. In actuality, this just dramatically lessens the demand for your house (see chart below).



### 2. Use a Real Estate Professional

This too may seem counterintuitive. The seller may think they would net

more money if they didn't have to pay a real estate commission. With this being said, studies have shown that homes typically sell for more money when handled by a real estate professional.

Research posted by the Economists' Outlook Blog revealed that:

*"The median selling price for all FSBO homes was \$210,000 last year. When the buyer knew the seller in FSBO sales, the number sinks to the median selling price of \$151,900. However, homes that were sold with the assistance of an agent had a median selling price of \$249,000 – nearly \$40,000 more for the typical home sale."*

Median Selling Price by Sales Type



Price your house at or slightly below the current market value and hire a professional. That will guarantee you maximize the price you get for your house.



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