

BE A COMPETITIVE SELLER

You've decided that it is time to sell your home. A trusted real estate agent has helped you determine the market value of your property, based on what buyers are paying for comparable homes. Once your house is listed, you may be inclined to sit back and wait for our agent to do the selling. But if you remain an active participant in the sale, chances are it will sell faster - and for the best price.

A competitive seller stays tuned to developments in the real estate market. Ask your Realtor about homes that have

sold recently in your area. Check out those homes and see how they compare to yours in terms of price and condition.

Do other properties show more improvements and better maintenance? Are there cosmetic or landscaping features you could add to enhance your home's curb appeal in the eyes of buyers?

A competitive seller will use buyer feedback to make minor improvements such as repainting rooms, removing clutter or replacing worn carpet. Ask your Realtor how buyers are responding to your house.

Serving the Florida Keys real estate industry since, 1980, Patti Stanley has lived, worked and played in the Keys all her life. She is presently serving as Chairman of the District Advisory Committee to the Tourist Development Council, as a board member for the Mariners Hospital Foundation, and a board member for the Conch Classic Benefit Golf Tournament.

Call
Patti Stanley



Today
for Personalized
Real Estate Advice!

Island Villa Properties
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