

Why Now is a Great Time to Sell



Does your home meet your needs?

- Has your family situation changed or will it in the near future?
- Do you want to move closer to family or friends?
- Does the area where you live no longer suit your needs?
- Does your home no longer meet your space requirements?
- Do you foresee a job relocation?
- Do you just want a change?

If you answered "yes" to any of these questions, now may be an excellent time to sell your home.

Sellers lived in their homes an average of **9 years**.¹

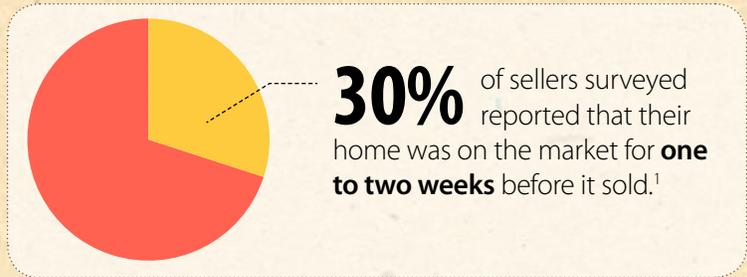
Home sales are up!

Existing home sales have risen **20%** since 2011, due to increased job growth, low mortgage interest rates and increased demand.²

Motivated buyers are competing for limited inventory.

Sellers reported that their homes were on the market a median of **5 weeks** before they sold.¹

Top Reasons for Selling¹



Younger sellers want to upsize

18 to 34 years—purchased a home **900 square feet larger**

35 to 44 years—purchased a home **750 square feet larger**

45 to 54 years—purchased a home **120 square feet larger**

...while older sellers want to downsize.¹

55 to 64 years—purchased a home **50 square feet smaller**

65 to 74 years—purchased a home **300 square feet smaller**

75+ years—purchased a home **230 square feet smaller**



Sellers sold their homes for an average of **97%** of the listing price.¹

21% sold their homes for the full listing price

10% sold their homes for more than their listing price!

The majority of sellers did not reduce their asking price.¹

53% of sellers did not reduce their asking price, **25%** reduced the price once.

Sources: 1. National Association of REALTORS, 2013 Profile of Home Buyers and Sellers
2. National Association of REALTORS

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