

9 Reasons Why Some Homes SELL FASTER

Beyond the obvious elements such as location and size, here are nine factors that can affect how *quickly* your home sells.

1 CURB APPEAL.

Realtors® named curb appeal the No. 1 factor affecting the amount of time a home is on the market.

— Zillow study

4 QUALITY PHOTOS.

Homes that were marketed with professional photos sold faster in one study, and for \$3,400 to \$11,200 more than homes presented through amateur photos.

— Redfin study



5 STAGING.

Staged homes spend 73% less time on the market than non-staged homes.

— The Real Estate Staging Association

6 VIRTUAL TOURS.

Adding a virtual tour to marketing decreases sales time by 20% and increases price by 2%.

— Paul Carrillo, George Washington University study

7 DESIGN FEATURES.

According to one study, homes marketed with the following features sell anywhere from 38 to 63 days faster: farmhouse sink, subway tile, quartz, barn door, shaker cabinets, pendant light, exposed brick, frameless shower, stainless steel, tankless water heater.

— Zillow Digs study

8 PROPER PRICING.

Homes priced around or slightly below market value are almost 50 percent more likely to sell within 60 days than those priced 12 percent or more above market value.

— Zillow study

9 THE RIGHT AGENT.

An experienced agent, who knows the market and has a network of potential buyers can help sell a home 32 percent more quickly than an inexperienced agent.

— Study by Dr. Bennie D. Wotley, Longwood University



2 LOCAL SCHOOL RATINGS.

Homes linked to good schools sell faster and at a premium. In one study, one in five buyers said they'd pay 6% to 10% above their budget for the right school.

— Realtor.com survey

3 MOVE-IN CONDITION.

Homes that can be marketed as move-in condition sell 12 percent faster.

— The Wall Street Journal