

# Things To Consider When **Selling Your House**



SUMMER 2024  
**EDITION**



## **Pat Cassara**

Broker Associate  
Keller Williams Coastal Properties  
Long Beach, California  
[cassarapat@gmail.com](mailto:cassarapat@gmail.com)  
[www.yourhomelongbeach.com](http://www.yourhomelongbeach.com)  
(562) 818-2483



# Table of Contents

- 3** Why Do You Want To Move?
- 6** Current Housing Supply Is a Sweet Spot for Sellers
- 8** The Sun Is Shining on Sellers This Summer
- 9** Today's Seller's Market Is Good for Your Bottom Line
- 12** Home Equity Can Be a Game Changer When You Sell
- 15** A Checklist for Selling Your House
- 16** Working with an Expert Beats Going Solo
- 18** Key Reasons To Hire a Real Estate Agent When You Sell



# Why Do You Want To Move?

*If you're thinking about selling your house, it's probably because something in your life is different, not because of how the housing market is doing.*

While things like mortgage rates and home prices play a big role in your decision, market factors aren't the only thing to consider when making a move. You should also take time to really reflect on why you want to move in the first place. Have your needs changed? Is your current house too big or too small? These things matter too. And sometimes they may matter more than rates or prices. As a recent article from *Realtor.com* says:

***“No matter what interest rates and home prices do next, sometimes homeowners just have to move—due to a new job, new baby, divorce, death, or some other major life change.”***

Here are a few of the most common reasons people choose to sell. You may find any one of these resonates with you and may be reason enough to move.

## 1. Relocation

Some of the things that can motivate a move to a new area include changing jobs, a desire to be closer to friends and loved ones, wanting to live in your ideal location, or just looking for a change in scenery.

**For example**, if you just landed your dream job in another state, you may be thinking about selling your current home and moving for work.

## 2. Upgrading

Many homeowners decide to sell to move into a larger home. This is especially common when there's a need for more room to entertain, a home office or gym, or additional bedrooms to accommodate a growing number of loved ones.

**For example**, if you're living in a condo and your household is growing, it may be time to find a home that better fits those needs.

## 3. Downsizing

Homeowners may also decide to sell because someone's moved out of the home recently and there's now more space than needed. It could also be that they've recently retired or are ready for a change.

**For example**, you've just kicked off your retirement and you want to move somewhere warmer with less house to maintain. A different home may be better suited for your new lifestyle.

## 4. Change in Relationship Status

Divorce, separation, or marriage are other common reasons individuals sell.

**For example**, if you've recently separated, it may be difficult to still live under one roof. Selling and getting a place of your own may be a better option.

## 5. Health Concerns

If a homeowner faces mobility challenges or health issues that require specific living arrangements or modifications, they might sell their house to find one that works better for them.

**For example**, you may be looking to sell your house and use the proceeds to help pay for a unit in an assisted-living facility.

### Bottom Line

*Mortgage rates and home prices are a part of your decision, but there's more to consider – like if your needs have changed. To make sure you have someone to explain the latest on today's market and help you weigh your options, let's connect.*



“

*Deciding whether it's the right time to sell your home is a very personal decision. There are numerous important questions to consider, both financial and lifestyle-based, before putting your home on the market. . . . Your future plans and goals should be a significant part of the equation . . .*

*- Bankrate*



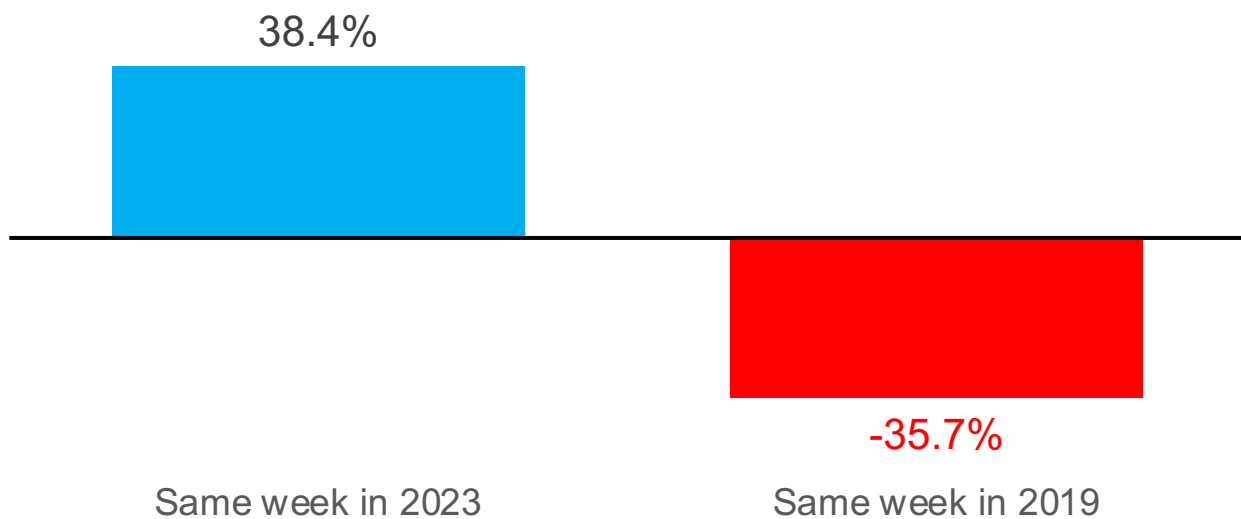
# Current Housing Supply Is a Sweet Spot for Sellers

*Wondering if it still makes sense to sell your house right now? The short answer is, yes. And if you look at the current number of homes for sale, you'll see two reasons why.*

An article from *Calculated Risk* shows there are 38.4% more homes for sale now compared to the same week last year. That tells us inventory has grown. But going back to 2019, the last normal year in the housing market, there are about 36% fewer homes available now:

## Inventory Is Rising, But It's Still Low

*As Compared to the Same Time in Previous Years (as of June 3rd)*



Source: Calculated Risk

## Here's a breakdown of how today's inventory benefits you when you sell.

### 1. You Have More Options for Your Move

Are you thinking about selling because your current house is too big, too small, or because your needs have changed? If so, the year-over-year growth gives you more options for your home search. That means it may be less of a challenge to find what you're looking for.

So, if you were holding off on selling because you were worried you weren't going to find a home you like, this may be just the good news you needed. Partnering with a local real estate professional can help you make sure you're up to date on the homes available in your area.

### 2. You Still Won't Have Much Competition When You Sell

But to put that into perspective, even though there are more homes for sale now, there still aren't as many as there'd be in a normal year. Remember, the data from *Calculated Risk* shows we're down about 36% compared to 2019. And that large a deficit won't be solved overnight. As a recent article from *Realtor.com* explains:

*"... the number of homes for sale and new listing activity continues to improve compared to last year. However the inventory of homes for sale still has a long journey back to pre-pandemic levels."*

For you, that means if you work with an agent to price your house right, it should still get a lot of attention from eager buyers and could sell fast.

### Bottom Line

*If you're a homeowner looking to sell, now's a good time. You'll have more options when buying your next home, and there's still not a ton of competition from other sellers. If you're ready to move, let's connect to get the ball rolling.*

# The Sun Is Shining on Sellers This Summer

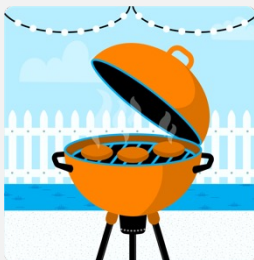


## Finding Your Slice of Sunshine

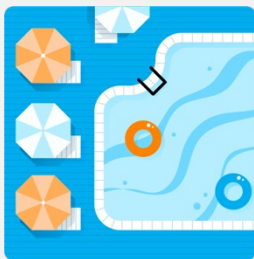
If your needs have changed and you want:



**An Outdoor Oasis**



**Space To Entertain**



**Neighborhood Amenities**

## Now's a great time to sell and see benefits like:



### **Eager Buyers**

Some buyers are eager to move before next school year.



### **Top Dollar Sales**

That demand means the potential for multiple offers and a higher sales price.



### **High Home Equity**

The equity you get from your sale can help fuel your next move.



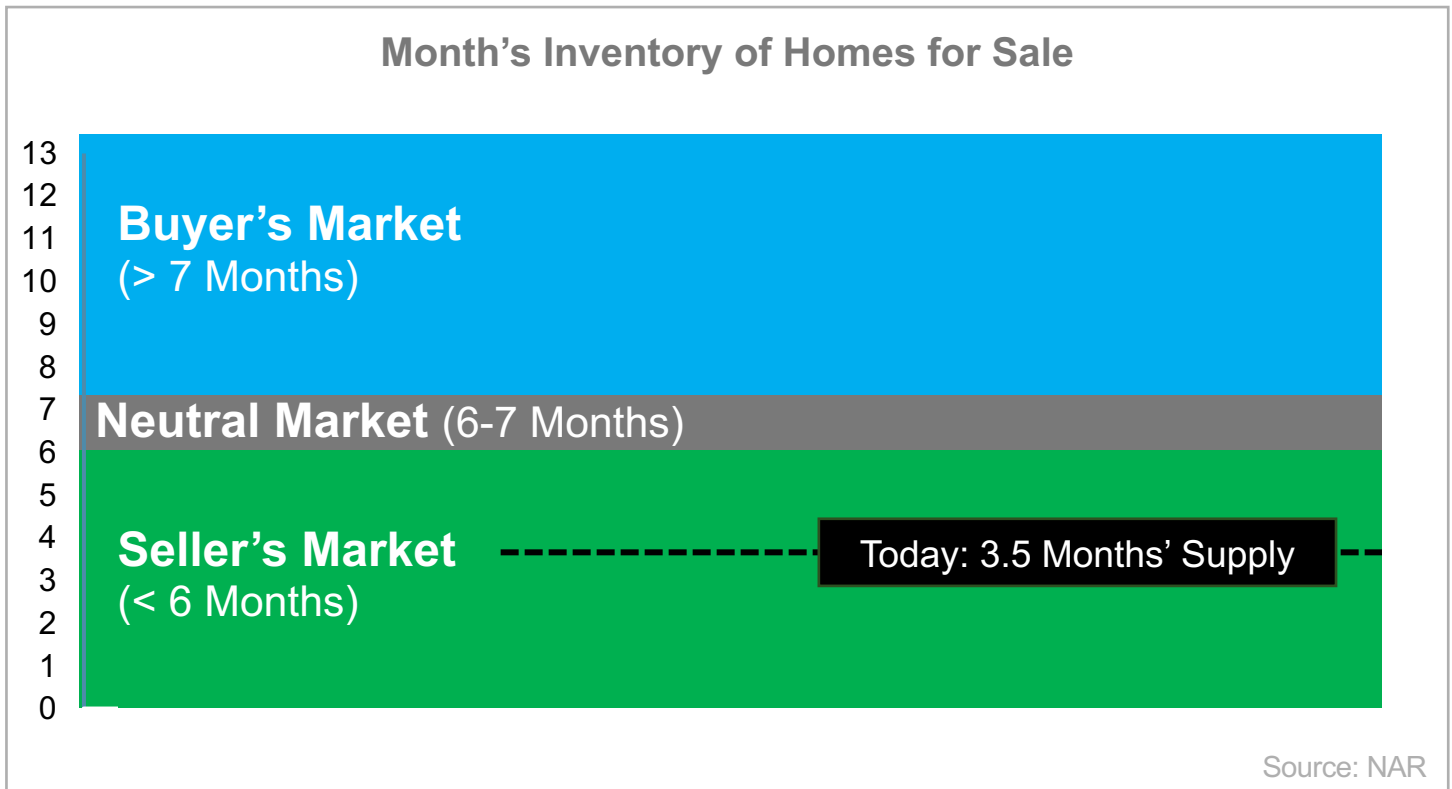
# Today's Seller's Market Is Good for Your Bottom Line

*To keep it simple, today's inventory situation means it's still a seller's market. Here's how it works:*

- A **neutral market** is when supply and demand is balanced. Basically, there are enough homes to meet buyer demand based on the current sales pace, and home prices hold fairly steady.
- A **buyer's market** is when there are more homes for sale than there are buyers. When that happens, buyers have more negotiation power because sellers are willing to make compromises to close the deal. In a buyer's market, sellers may have to do price cuts to re-ignite interest in their home, and prices may go down. But we haven't seen this for years since there are so few homes available to buy.
- In a **seller's market**, it's just the opposite. When the supply of homes for sale is low, it's much harder for buyers to find homes to purchase. That creates increased competition among purchasers which can lead to more bidding wars. And if buyers know they may be entering a bidding war, they're going to do their best to submit a very attractive offer upfront. This could drive the final sale price of your house up.

## More Buyers Will Be Coming to the Market

The graph below uses data from the *National Association of Realtors* (NAR) to show just how deep into seller's market territory we still are today:



## What This Means for You

The market is still working in your favor. If you lean on an agent for advice on how to get your house list-ready and how to price it competitively, it should get a lot of attention from eager buyers. That means you'll likely get multiple offers and see your house sell quickly and for top dollar. As a recent article from *Ramsey Solutions* explains:

*"A seller's market is when demand for homes is higher than the supply of homes. And that's still the case right now. If you're planning to sell your house, you can expect to sell it fairly quickly for close to your asking price—as long as your asking price is realistic for the current market."*

### Bottom Line

*Today's housing market still favors sellers. If you're ready to sell your house, let's connect so you can start making your move.*

“

*With the typical home listing price up 40% from just five years ago, many home sellers are sitting on a healthy equity cushion. This means they are likely to walk away from a home sale with proceeds that they can use to offset the amount of borrowing needed for their next home purchase.*

*- Danielle Hale, Chief Economist, Realtor.com*





# Home Equity Can Be a Game Changer When You Sell

*Are you on the fence about selling your house due to today's mortgage rates and home prices? Understanding your home equity could be the key to making your decision to sell that much easier.*

An article from *Bankrate* explains exactly what equity is and how it grows:

***“Home equity is the difference between your home’s value and the amount you still owe on your mortgage. It represents the paid-off portion of your home.***

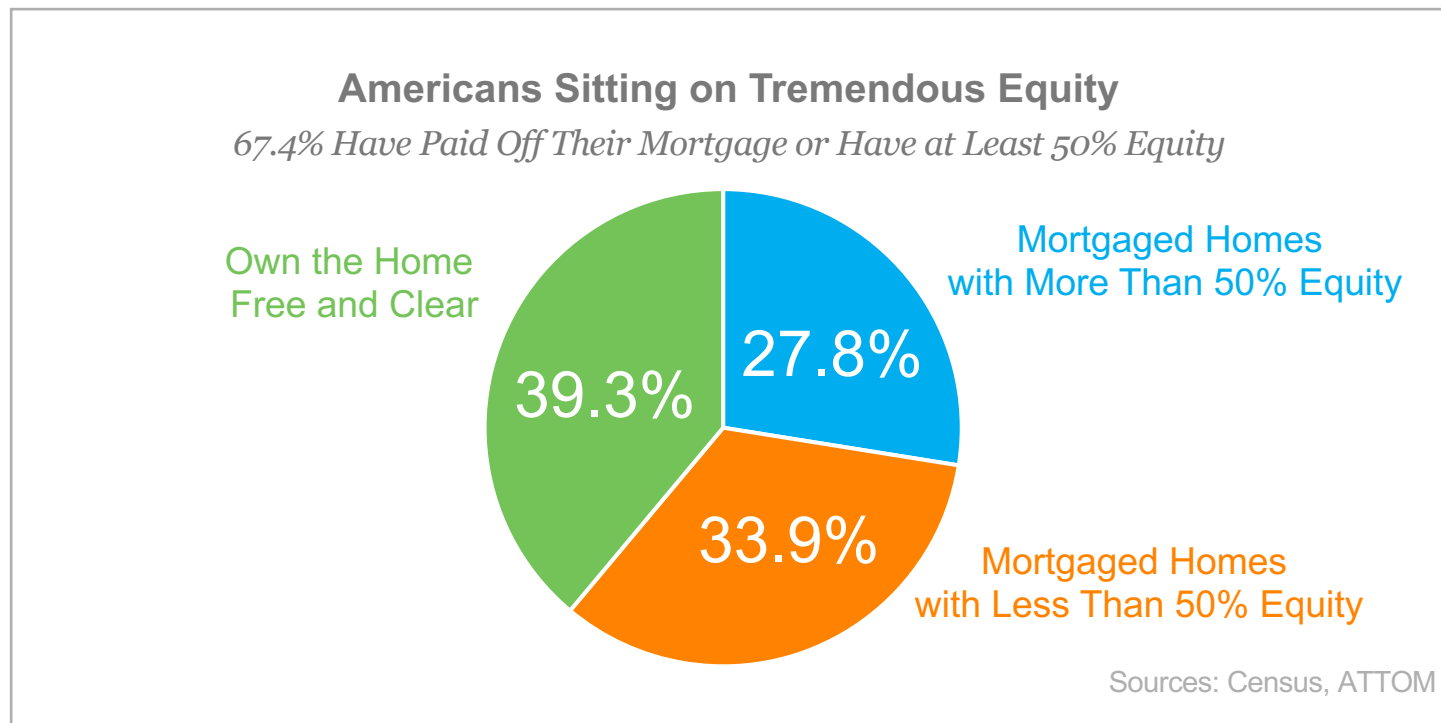
*You’ll start off with a certain level of equity when you make your down payment to buy the home, then continue to build equity as you pay down your mortgage. You’ll also build equity over time as your home’s value increases.”*

Think of equity as a simple math equation. It’s the value of your home now minus what you owe on your mortgage. And guess what? Recently, your equity has probably grown more than you think.

In the past few years, home prices skyrocketed, which means your home’s value – and your equity – likely shot up, too. So, you may have more equity than you realize.

## How Equity Helps with Your Affordability Concerns

Homeowners have a lot of equity right now. And the latest data from the *Census* and *ATTOM* shows over two-thirds of homeowners have either completely paid off their mortgages (*shown in green in the chart below*) or have at least 50% equity (*shown in blue in the chart below*):



**That means roughly 70% have a tremendous amount of equity right now.**

After you sell your house, you can use your equity to help you buy your next home. Here's how:

- **Be an all-cash buyer:** If you've been living in your current home for a long time, you might have enough equity to buy your next home without having to take out a loan. If that's the case, you won't need to borrow money or worry about mortgage rates.
- **Make a larger down payment:** Your equity could also be used toward your next down payment. It might even be enough to let you put a larger amount down, so you won't have to borrow as much money. *The Mortgage Reports* explains:

*"Borrowers who put down more money typically receive better interest rates from lenders. This is due to the fact that a larger down payment lowers the lender's risk because the borrower has more equity in the home from the beginning."*

### Bottom Line

*Planning a move? Your home equity can really help you out. Let's connect to see how much equity you have and how it can help with your next home.*

“

*Rising home prices continue to fuel growing home equity, which, at \$298,000 per average borrower remained near historic highs at the end of 2023.*

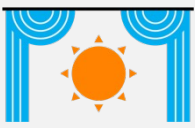
*- Selma Hepp, Chief Economist, CoreLogic*



# A Checklist for Selling Your House

*As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.*

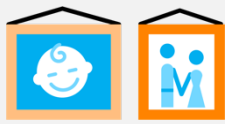
## Make It Inviting



- ☐ Open blinds or curtains to let the light in



- ☐ Check lightbulbs and replace as needed



- ☐ Take down personal photos or items



- ☐ Fix anything that's broken



- ☐ Give every room a clear purpose

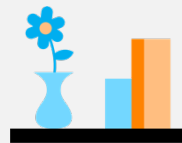
## Show It's Cared For



- ☐ Clean your vents and baseboards



- ☐ Vacuum, mop, or sweep floors



- ☐ Declutter throughout

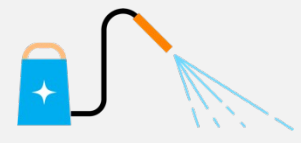


- ☐ Organize countertops, cabinets, and closets



- ☐ Touch up any scuffs on the walls

## Boost Curb Appeal



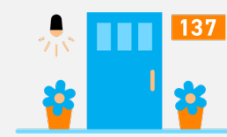
- ☐ Power wash outdoor surfaces



- ☐ Wash the windows (inside and out)



- ☐ Tidy up the landscaping



- ☐ Freshen up your entry



- ☐ Sweep patios, decks, and walkways

# Working with an Expert Beats Going Solo



*If you're thinking about selling your house on your own, called "For Sale by Owner" or FSBO, there are some important things to consider. Going this route means taking on a lot of responsibilities – and that can be a bit of a headache.*

A report from the *National Association of Realtors* (NAR) found two of the most difficult tasks for people who sell their house on their own are **getting the price right** and **understanding and performing paperwork**. Here are just a few of the ways an agent helps with those difficult tasks.

## Getting the Price Right

Setting the right price for your house is important when you're trying to sell it. If you're selling your house on your own, two common issues can happen. For starters, you might ask for too much money (overpricing). Alternatively, you might not ask for enough (underpricing). Either can make it hard to sell your house. According to *NerdWallet*:

*"When selling a home, first impressions matter. Your house's market debut is your first chance to attract a buyer and it's important to get the pricing right. If your home is overpriced, you run the risk of buyers not seeing the listing.*

*. . . But price your house too low and you could end up leaving some serious money on the table. A bargain-basement price could also turn some buyers away, as they may wonder if there are any underlying problems with the house."*

To avoid these problems, team up with a real estate agent. Agents know how to figure out the perfect price because they understand the local housing market. They can use their expertise to set a price that matches what buyers are willing to pay, giving your house the best chance to impress from the start.

## Understanding and Performing Paperwork

Selling a house involves a bunch of paperwork and legal documentation that has to be just right. There are a lot of rules and regulations to follow, making it a bit tricky for homeowners to manage everything on their own. Without a pro by your side, you could end up facing liability risks and legal complications.

Real estate agents are experts in all the contracts and paperwork needed for selling a house. They know the rules and can guide you through it all, reducing the chance of mistakes that might lead to legal problems or delays.

So, instead of dealing with the growing pile of documents on your own, team up with an agent who can be your advisor, helping you avoid any legal bumps in the road.

### Bottom Line

*Selling your house is a big deal, and it can be complicated. Having a real estate agent can make a huge difference with setting the right price and managing all the details, so you can sell confidently. Let's connect to make the process smooth and take the stress off your plate.*



# Key Reasons To Hire a Real Estate Agent When You Sell

*Thinking of buying or selling a home? Here are just a few reasons why you'll want a trusted real estate professional on your side.*



## Industry Experience

We're well versed in the housing market and know the ins and outs of the entire process.



## Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



## Pricing and Market Value

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase your next home.



## Contracts and Fine Print

We help with all of the disclosures and documents necessary in today's heavily regulated environment.



## Marketing and Exposure

We have effective marketing tools and networks to attract more buyers.



## Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.



*“Your listing agent will also, of course, be on your side throughout negotiations. They'll double-check paperwork that comes through, communicate with the buyer's agent and other parties to the sale, and generally stay on top of things through to closing day.”*

- NerdWallet



# Let's Chat.

I'm sure you have questions and thoughts about the real estate process.

I'd love to talk with you about what you've read here and help you on the path to selling your house. My contact information is below, and I look forward to working with you.



## Pat Cassara

Broker Associate  
Keller Williams Coastal Properties  
Long Beach, California  
[cassarapat@gmail.com](mailto:cassarapat@gmail.com)  
[www.yourhomelongbeach.com](http://www.yourhomelongbeach.com)  
(562) 818-2483



SUMMER 2024 EDITION

