

Wise Words From a Cluttered Coffee Table : Selling Your Home in Charlottesville for Profit

Every once in a while you can be checking through the accumulation of notes and other odds and ends when you find something that doesn't look familiar. Possibly it's something someone handed to you that you didn't have time to look at previously. It's just *there*, somehow—who knows how or when it got mixed in with your own notes.

Here's one of those. It's a memo that came out of a printer, so there's no handwriting which might have provided evidence of its origin. When I read it, everything in it rang true—and valuable. Here it is in its entirety (I have fixed a spelling error or two):

Keys to Selling Your Home for Profit

-smart modest investments (new stainless steel appliances, new carpet, etc)

-smart exterior improvement (clean landscape lines, strategic color pops, fresh mulch, new exterior paint/trim)

-stage it! Stage indoors and outdoors during warm months. Research average return on staging statistic.

Unless it's a fixer, then these tips don't apply, in that case to make the most money, don't invest in any improvements, just price to sell!

If I had one thing to add, it would be the “staging statistic” that the author (who was obviously pressed for time) seems to have wanted to include.

Boiling down *Realtor*[®] *Magazine*'s most detailed analysis of the topic (2015), they found that “A staged home will sell for 17% more on average than a non-staged home.” Furthermore, when it comes to speed in selling your home, staged offerings left their non-staged competitors in the dust: they sold “87% faster.” Those statistics might be a little misleading, since if you are selling your Charlottesville home and either willing to hire a professional or else put in the work yourself, you are automatically more energetically focused on the sale—itsself a plus.

Selling your Charlottesville home profitably is everyone's goal from the start to finish of the process. I offer the local knowledge and expertise that has helped me perform exactly that for my clients through years of practice and experience. That's the best reason to give me a call!



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Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living.

I'm an Accredited Buyer's Representative (ABR) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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