The Sun Lakes, Arizona Real Estate Experts – Over 70 million sold homes!

March 2018 Newsletter

Hi,

Spring is almost here!

We hope you are all doing well and are looking forward to a busy, sales season this spring.

If you need assistance selling your home, check out our tips below.

And if you have friends or family members who would like to know more about this beautiful area and all of the great, year-round, activities available like golf, swimming, biking, hiking, and much more, please let us know.

Have a great month,

Becky Kolb
The Kolb Team
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How's the Market?

A question we are asked consistently is this..."If it is a seller's market, then why isn't my home sold?"

And, that is a very good question. The short answer is price. Many of our sellers tell us they are not desperate to sell, and they are not going to give the house away. Many of our buyers tell us they are not desperate to buy, and they can wait another season, if necessary.

Today's buyers are savvy, and they know the range where a home should be priced. Homes that are priced 10% above market value have far fewer showings. And without showings, a seller will not get offers.

Homes that move quickly are ones that are fully updated (kitchen, bath and flooring).

And, ones that are in a good location (not backing to a major road such as Alma School and Riggs).

Two-level homes are slower to move (especially in our market right now where we have 16 two-level homes actively on the market in IronOaks). Competition is fierce.

Creative marketing is needed and price is crucial.

Staging a home is also critical.

Decluttering and making the home attractive for the buyer is equally important. When your home is not for sale, you live for your comfort and convenience. But, when you are selling, the buyer needs to be able to see their things in the home so it's necessary to remove personal items as well as create space.

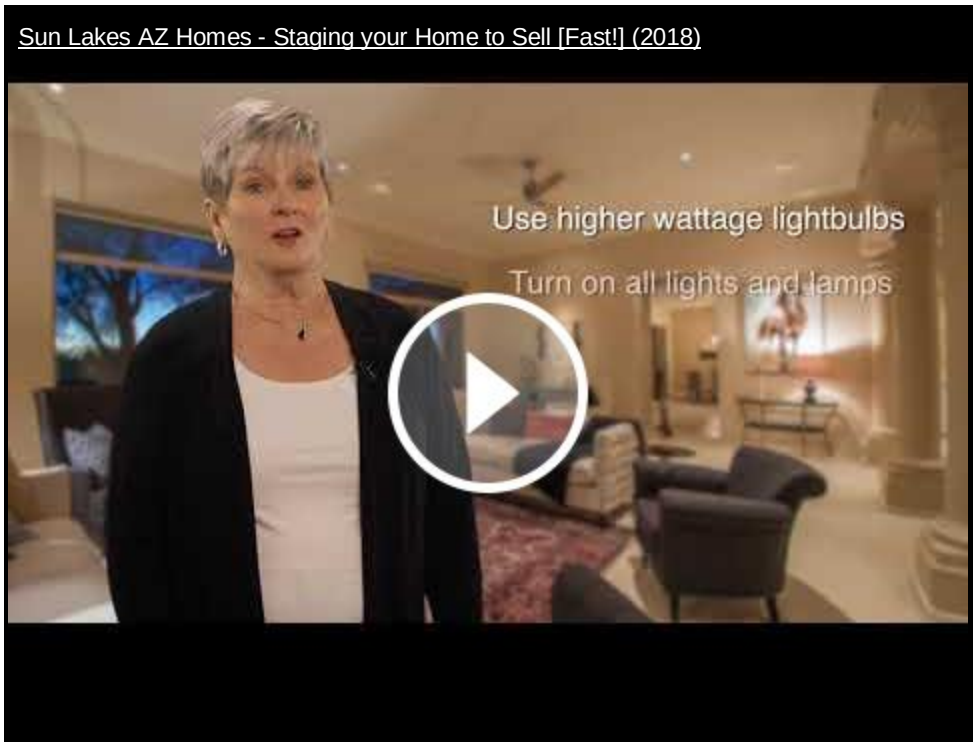
See the video below for some tips on how to stage your home for sell.

And, let us know if you need professional assistance. We can make a good recommendation that doesn't cost a fortune.

A general rule of thumb is that a home should have an offer after 10 to 15 showings. If showings are not happening, price is almost always the reason.

We have a strong selling season ahead of us and inventory remains low. Homes are certainly selling, but creative marketing and accurate pricing are essential.

Contact us here or call us at 480-440-0849 for more information.



Want to know all of the details about what sold last month in Sun Lakes by community?

Click here to get THE RED SHEET!

Thank you for being part of Sun Lakes and The Kolb Team!

We really appreciate your business and referrals so please let us know if you are aware of anyone wanting to buy or sell a home.

For resources and home search information, please visit www.TheKolbTeam.com.

The Kolb Team – Keller Williams Integrity First Realty

P.S. Was this newsletter forwarded to you by a friend or family member? To automatically receive your own copy of The Red Sheet every month, **click here to sign up in seconds** - and get two, free eBooks in the process!

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