



**Better
Homes**
and Gardens
REAL ESTATE

THE
GOOD LIFE
GROUP

SELLERS GUIDE



THINGS TO CONSIDER WHEN SELLING YOUR HOUSE FOR TOP DOLLAR | 2020 EDITION



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“ how's the market?”

Omaha Area Real Estate Market Update

Want to know the most asked question to a real estate professional? Without question, when we bump into family, friends, and previous clients, it's ALWAYS, "**How's the market?**"

With our Omaha Home Pros Team, we try to just "**keep it real**" and give you information that may impact you and your own personal financial situation. Although national trends are important, we put a lot of focus on our own local trends and market.

So, with that said, here's the real scoop on what's happening this summer in the Omaha real estate market.

01 RECESSION?

Many economists say that a recession is probable. However, the difference this time around is that with a lower inventory of available homes for sale combined with lower interest rates, **our local housing market should not be too affected** by a possible recession.

02 NEGOTIATIONS!

This past summer, the **market has been changing** in that, after already being under contract, more homes have been coming back on the market due to financing issues or buyers getting “cold feet” after winning a competitive offer situation.

You need a highly skilled professional that can ask the questions upfront to hopefully prevent issues before they arise and **an Omaha Home Pro** that follows the ever changing market trends and the subtle shifts that can affect your home value, neighborhood, and selling price range.

03 DAYS ON MARKET

In comparing 2019 to 2018, year-to-date data, the **days a home is on the market is up 4.8%**. Also, the total closed transactions are down 3.6% from July year-to-date 2019 vs. 2018. This is a combination of less homes on the market combined with some properties going back on the market after financing falls apart or buyers have second thoughts.

A good negotiator and “watchdog” looking out for your best interest **is more critical than ever** in today's market to “hold deals together” and to ensure you make the most money possible.

Let's take a look at what's happening in the housing market across the nation.



We are seeing that buyer demand is currently down and the supply of homes in the market is actually increasing. So you've got fewer buyers wanting to purchase a home right now and more homes available. We've also noticed this locally. It's happening right here in our current area of metro Omaha, Nebraska and Southwest Iowa.

We're **experiencing a slight shift** in the number of days on market and we're seeing more homes on the market. So this can be a sign that we're heading into a more normal market. Now, remember, the **normal market does not mean housing crisis** or recession, it just means normal.

We've had a long stretch of lack of inventory for a very long time and we've been seeing this less in across the nation. So if you have any questions at all about the housing market or how it may affect you, don't hesitate to contact me if you have any questions at all or need help. And if you think of anyone that might benefit from this **Sellers Guide**, please forward it to them!

REASONS HOME PRICES ARE INCREASING

It can take up to six months to build a supply of existing salable housing inventory to actually maintain a stable price range in the real estate market. In most cases, homes that are on the market for less than six months will cause current home values to appreciate. Anything available for more than seven months, will cause home values to depreciate!

MONTHLY HOUSING INVENTORY IMPACTING HOME PRICES



The increase in home prices is easily explained by SUPPLY & DEMAND! In most cases, when there is low inventory or a limited supply, typically prices will Increase! There are many unconfirmed opinions as to why home values are continuing to rise. From those who are worried that lending patterns are again becoming too lenient (which data proves is untrue), to those who are concerned that prices are again comparing to the boom peaks because of “irrational exuberance” (this is also untrue because prices are not at peak levels when they are adjusted for inflation), there seems to be no shortage of opinion.

According to the Existing Home Sales Report from the National Association of Realtors (NAR), the monthly inventory of houses has been below six months for the last 5 years.

5 FACTORS AFFECTING THE SALE OF YOUR HOME

There are **five things** that you need to make sure you do **to maximize the amount of money** that you're **going to make when you sell your property**. These tips can also affect how quickly you are going to sell your home.

1 EXPOSURE

The biggest thing is **EXPOSURE**! We want to make sure that we expose your house through digital marketing to the masses. We're actually getting over 20,000 views on many of the videos that we promote on social media. Not to mention, some of our most successful videos receive around 1600 hours of video view on watching one video alone! It's all done through a **detailed digital-marketing plan** that's taken so much time, effort, and energy to really learn and specialize, and we always continue to make it better and better.

2 NEGOTIATING

Now you need to make sure you hire somebody that's really good at **negotiating**. Think about this, if the average agent in the Omaha Metro market only sells six homes a year, are they really able to negotiate on your behalf to the best of their ability? NO! Our team averages selling anywhere from 12 to 16 houses per month, so we really are experts at negotiating. And we continue to make sure we're updating ourselves on what's new and how we can best serve and negotiate on behalf of our sellers.

3 PRICE 4 CONDITION 5 & LOCATION

Something else you need to consider when selling is; **price, condition, and location!**

Here's the deal, everyone always thinks their house is worth more than it is. Even realtors do when we sell our own houses. It's very, very normal. But you have to make sure that you aren't just looking at Zillow. Remember, Zillow is an algorithm. It doesn't take into effect all the specific features of your house. It doesn't take into consideration whether or not you have a pool, your upgrades if the condition is good or poor. All of this is really, really important, right? If any of those things are off, if the condition is off, if the location is off, or if you live near a busy, busy street. All of those things affect the price. You should make an adjustment just like an appraiser would.



Remember, **exposure and marketing** are super, super important when you're selling and buying a home. You need to make sure you hire somebody that's an **awesome negotiator** and has **tons of experience** because remember, every single person in the world knows a Realtor. There are so many of us out there. Don't leave the biggest investment of your entire life in the hands of someone who only sells a few houses a year, even only a few houses a month. Go to an expert!

Go to somebody who.....

- is going to expose your house for sale to the most possible buyers
- is an expert at their game
- takes their job seriously,
- does this full time as a career not a hobby
- has your best interest at heart.

The **Omaha Home Pros Team** would love to help you with anything real estate related. If you're thinking about buying or selling, please give us a call. We make it a priority to be on the cutting-edge of innovation, technology, as well as market trends so that we can serve our community better.

WHY SELL NOW?

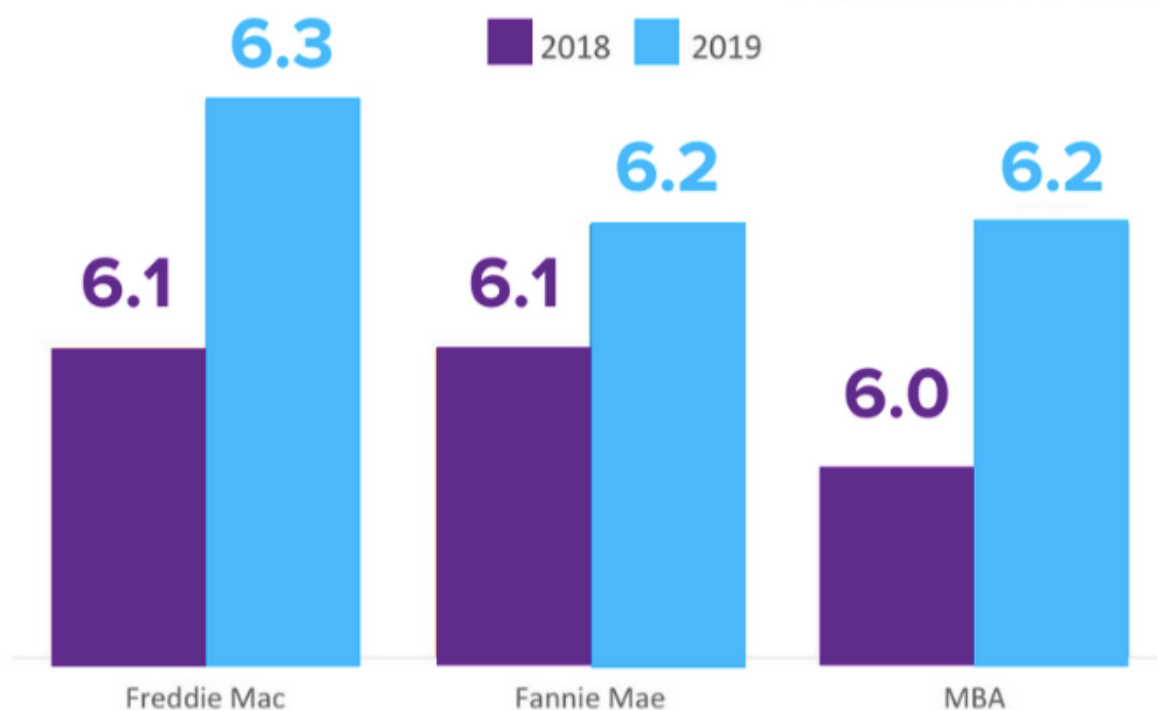
Have you been thinking, why should you sell now?

Did you know that we have **the largest generation entering the housing market right now**? You have heard of the millennials and they will be going after starter homes or lower priced homes. Another great reason to now act, is that there are many people who are **retiring and looking to downsize**.

You may be wondering, how this affect you or how this benefit you? Well, if you have a starter home and you've got what a lot of people want, that creates competition which equates to possible multiple offers and maybe over asking price. So if you've been thinking of selling, let's discuss our very unique digital marketing strategy that targets first-time buyers and people who are thinking about downsizing so that we can get you top dollar and buyers who are ALREADY interested. Remember, when you do what you love people love what you do!

Total Single Family Home Sales

Projections in millions



ARE WE HEADING INTO A RECESSION?

According to two separate articles from the *Wall Street Journal* and *Pulsenomics*, which surveyed economists and analysts, these publications **predict that we are heading into a recession** by the end of 2020 or sooner. We don't know exactly what impact it will have.

A recession is when the economy slows up, it's an **economic decline in trade and industry activity**. However, it's **really important to understand that a recession does not necessarily equate to a housing crisis**. But obviously, when we're in a recession, we most likely won't be seeing the huge shifts we've seen from the 2000 Great Recession which has been the second greatest recovery in American history.



With a recession, **interest rates are anticipated to go up**, which means that over the life cycle of owning a mortgage, a new home, that you'll be paying more over the life cycle of the loan. Although the prediction of this recession, which obviously isn't right around the corner, please rest assured that I'll be here to pass on any and all information that I'm learning, as I'm learning it, regarding this recession and how it could possibly affect the housing market.

Main Point: Don't hesitate on selling your home or purchasing a new one. Prices are at a stand still right now and the inventory is still great! Call me and I can help give you an accurate home valuation or help you find your dream home.

MY SIX ESSENTIAL STEPS *to get your home* **SOLD!**

- 1** PARTNER WITH
A GREAT AGENT!
- 2** PRICE YOUR HOME
TO SELL!
- 3** INCREASE YOUR
CURB APPEAL!
- 4** STAGING
YOUR HOME TO
SELL!
- 5** SURVIVING
THE SHOWINGS!
- 6** GETTING
UNDER CONTRACT!

Visit www.omahahomeprosteam.com/videos/ to watch my entire series of videos for all my tips and strategies for selling in your home in our current market.



WE ARE REAL



Experienced!

With **over 75 years of experience** in real estate helping thousands of sellers and buyers achieve their real estate goals, our team is one of the most experienced in the Omaha Metro & Southwest Iowa areas.

As **Community Market Leaders**, our team does things just a little differently. We are professional and experienced real estate professionals and draw upon each of our strengths to best serve the needs of all our sellers and buyers.



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CONTACT ME TO TALK MORE



I would love to answer your questions and talk more about all the information I've provided for you here in this publication. Let me help lead you on the right path to selling your current home or buying the home of your dreams!

I look forward to hearing from you!

Dawn Grimshaw

Realtor®



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“

Isn't it
about
dang time
you get
REAL?

”

If you are ready to talk real estate, let's chat!

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