

## STEP 7 to Selling Your Home

### The First Week Your Home Is On The Market

The first week your home is on the market, there are two very important metrics which I keep a close eye on:

#### Number of Showings

Our goal is to attract buyers that are currently looking. During the first few weeks, our goal is to have high showing activity. Depending on the feedback we're receiving and the number of showings, if we haven't gotten an offer, we may need to re-evaluate and readjust.

#### The MLS Stats

The other metric I will keep a close eye on is the MLS stats. The goal is to have a high number of people viewing your listing via the MLS. This means your listing matches the search criteria they are looking for in a property. A low number means not very many people are looking for a property like yours and the potential buyer pool is very small. If this is the case, we need to figure out how to expand the number of people who might be interested in your listing. Most people's search in the MLS are based on eight main criteria which they consider deal breakers: location (which we can't change), number of bedrooms, number of bathrooms, whether the property has parking, the square footage and price. Consider what changes can be made to attract buyers.

#### So what happens if adjustments are needed?

Don't get discouraged. Remember our discussion about the average days on market in your area. This process doesn't happen overnight. It takes time, but eventually we will find the right buyer for your listing. Keep your property clean and tidy. Be sure to accommodate as many showing requests as possible. The more showings we have, the better the potential of getting an offer.

We need to take a hard look at what we can do to improve the chances of your property selling. There are important parts to the selling process: location of the property, condition of the property, the marketing/photography, and finally and most importantly, the price.