

Dear Neighbor,

Nearly every homeowner arrives at a place where their current property no longer provides the utility it once did. You may be considering capitalizing on your equity and freeing up your time to enjoy a new lifestyle, but first, you need to maximize your home sale.

For most of us, our homes are the largest asset we'll ever own – so understanding this asset and the market you are in is clearly important. As you consider selling, you deserve the insight and guidance from an expert in your local market. Here are the top things to know about “The Redington’s” real estate market right now:

Median Sale Price is Still on the Rise While Supply is Increasing

Despite what you may be hearing, median sales prices are still climbing. Median sales price for “The Redingtons” through September of this year is \$750,000 compared to \$651,250 year to date in 2021 - a 15.2% increase! To capitalize on your investment, you want to work with a real estate expert who understands how to strategically price and market your home so you get maximum return in this shifting real estate market.

Inventory Is Up

Available home inventory was incredibly tight in 2021 and the market has taken a little breather with some inventory growth. Comparing 2022 year-to-date inventory to last year’s, we have one additional month of inventory, which is a 50% increase. This elevates the need for pricing with the latest, most accurate information critical so you can ultimately sell for the highest possible price as quickly as possible.

Median Days on Market Has Increased But Remains Low

The median number of days for a property to go under contract rose to 13 days so far in

2022 compared to 10 days in 2021. Only 13 days to contract is still very low and proves that homes with the correct pricing strategy are being snapped up quickly while those that are overpriced are sitting longer.

As a homeowner, what does this mean for you?

If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

Moving can be a daunting task. It feels overwhelming for many homeowners. However, I'm a strong believer that after all the years invested in your home, you deserve a smooth and financially rewarding home sale.

When I work with my clients, I like to spend time getting to know their unique circumstances and objectives. With my network of reliable resources, we'll get your home decluttered, cleaned, and prepared to hit the market to get you the highest possible price in the fewest days.

If you are thinking about selling your home in the next 12 months, call me today for your Strategic Marketing Consultation → 727-453-8220

We will discuss your goals and my unique approach to getting the highest possible price in the fewest days on market.

Call Today → 727-453-8220



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PROPERTY STATS	2021 YTD VS. 2022 YTD	ANALYSIS
Median Sale Price	↑ Up 15.2%	Through September, we saw a median sale price of \$750,000 compared to the \$651,250 we saw in the same timeframe in 2021. When you price correctly from day one, you can maximize offers and ultimately sell for the highest possible price as quickly as possible.
Median Days on Market	↑ Up 30%	The median number of days for a property to go under contract rose to 13 days year-to-date compared to 10 days in 2021. Only 13 days to contract is still very low, but it is important to work with a real estate professional who understands how to strategically position your home on the market to avoid sitting on the market.
Months of Inventory	↑ Up 50%	Comparing 2022 year-to-date inventory to last year’s, we have one additional month of inventory, which is an 50% increase. More inventory allows buyers to be more choosy, meaning that sellers need to price and position the home to stand out to buyers.
Sale-to-Original List Ratio	↓ Down 2.5%	Sale price to original list price illustrates how close to original asking price homes are actually selling for. This time last year, homes were closing on average for 100% of original asking price. That statistic has dropped 2.5% so far this year to 97.5%. The houses that are priced correctly and marketed well are consistently selling at or above list price with very few days on the market.

Based on information from Stellar MLS for the period January 2021 through September 2022

WHAT CLIENTS ARE SAYING

“ We are an active duty couple stationed in and moving from Hawaii. We bought site unseen and trust and honesty was the only way it would have been successful. Dayna provided that for us. She answered all of my calls, emails, texts, FaceTimes and gave genuine feedback. She builds relationships and represents her clients fiercely. She was aggressive enough to understand what we needed to bring to the table to close but also brought a sense of calmness when everything was chaos in the local market. We lost the deal the first time and the buyer came back to us a second time when their other deal fell through. Dayna was so committed she even helped us organize some projects prior to our arrival to our new home. She truly was the rockstar we needed to get the job done. ”

– Brianna B.

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