

Buying and selling real estate is not all about dollars and cents

BY JEANNE SCHATTLER

Why does some real estate take longer to sell than others? After more than 12 years as an active realtor, I am still fascinated by the mystery of what draws a buyer to a home, farm, ranch, or raw land. Usually a listing will have no activity for a period of time before a sudden flurry of buyers comes through, followed by multiple offers. I think more than economic factors are at play. I believe a seller has to be energetically ready to sell.

Coming to grips with reality of market pricing can take time. With the

downturn in the housing market a lot of sellers have been discouraged by a broker's estimate for their property. Counting on those funds for a replacement home or retirement funds, they usually list a property too high. Sometimes they even change real estate companies and agents a few times. Finally the seller finds a price that feels good—"voila," a buyer shows up with an offer.

Another factor is the emotional attachment. How do sellers let go enough to allow their homes to sell? Starting to

pack things away, even if it's just into their garage, seems to help them face the reality that they will be moving soon. Taking personal pictures off the walls and reducing clutter helps set the stage for a buyer to see the house as his or her own. It's also good to have a place to go if the property sells fast. Renting for a bit before re-purchasing can reduce stress. I have done many simultaneous closings that entail selling and purchasing a new home within the same transaction. We just make sure we give enough time in escrow for

this to occur. Here again, when the seller has made that extra effort to prepare the home and grounds to sell, "voila," a buyer falls in love.

So to all you potential sellers out there, hang tight and know that when the time is *right* the shift will happen; everything will fall into place and allow you to make that move you have been longing for to start your new venture in life.

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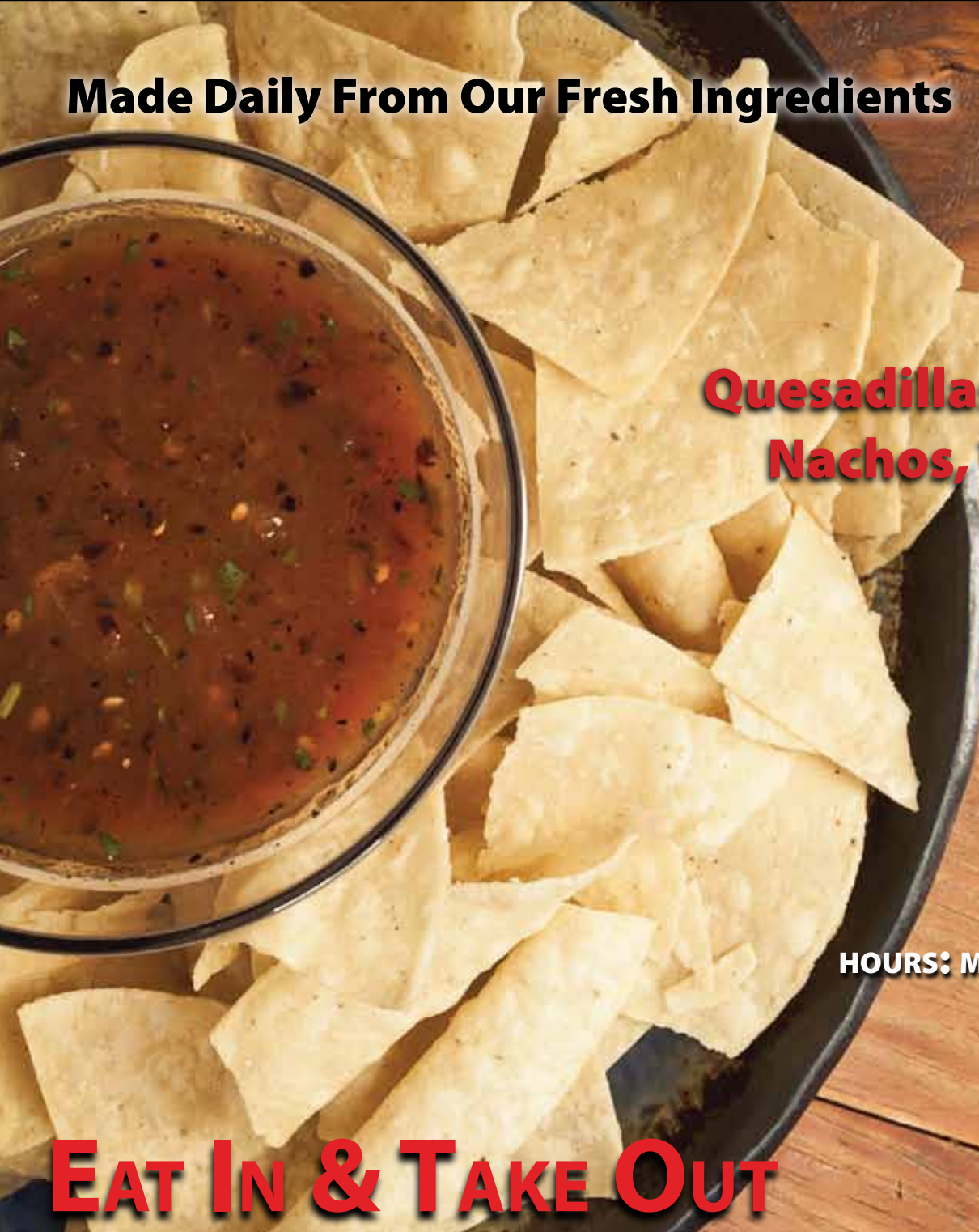
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